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NATIONAL LEAD COMPANY

Member of the Producer's Council, Inc.

Paint Materials for the Protection and Decoration of Wood, Plaster, Concrete, Stucco, Stone, Brick, Metal

NEW YORK, N. Y., 111 Broadway
BUFFALO, N. Y., 116 Oak Street
CHICAGO, ILL., 900 West 18th Street
CINCINNATI, OHIO, 659 Freeman Avenue
CLEVELAND, OHIO, 1213 West Third Street
PITTSBURGH, PA., National Lead & Oil Co. of Pennsylvania, 316 Fourth Avenue
SAN FRANCISCO, CAL., 2240 24th Street
BOSTON, MASS., National-Boston Lead Co., 800 Albany Street
PHILADELPHIA, PA., John T. Lewis & Bros. Co., Widener Building

PAINT FOR WOOD (EXTERIOR)

Since early Colonial times, pure white-lead in beef oil "linseed and oil" was the standard paint in those days and is still standard today. An investigation by the Lead Industries Association, for example, shows that close to 70 per cent of all architects specify pure white-lead, such as Dutch Boy, for exterior work.

The position of supremacy held by white-lead is due to this paint's remarkable durability and unexcelled protective qualities. It gives a tough, highly weather-resistant coating which retains a good appearance over a long period. The film, furthermore, remains elastic and therefore white-lead paint is not subject to the cracking and scaling evil. On the contrary, it stays unbroken, smooth and even.

All-Purpose Soft Paste White-Lead—A quick-mixing white-lead equally suitable for inside or outside use. Convenient, adaptable, economical. Contains pure white-lead, pure linseed oil and a small amount of turpentine—nothing else.

Pure white-lead paint has proved its merit through the protection of many old buildings of historic interest for many years

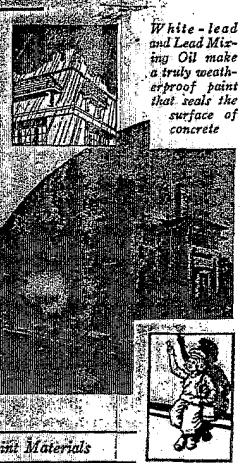
Dutch Boy Linseed Oil—Selected oil in three varieties—raw, boiled and Stand-oil Type (pure linseed oil specially treated for extra "body"). Clear, carefully filtered, well-settled. Comes in sealed cans.

Dutch Boy Liquid Drier—A strong drier of tested composition, uniform in strength and properly balanced for efficient drying.

PAINT FOR SEALING AND FINISHING PLASTER, STUCCO, CONCRETE, ETC.

Exterior—In addition to durability, exterior stucco, concrete or brick paint should possess sealing and waterproofing qualities. Surfaces of this type are porous and absorbent. For successful painting, the priming coat must seal the surface to prevent the absorption of the vehicle from the succeeding coats and the entire paint film when dry must be waterproof to prevent moisture from working its way in from the outside.

Paint made from Dutch Boy white-lead and Lead Mixing Oil performs these functions. The priming coat stops suction. In addition, this paint has the wearing qualities characteristic of the more familiar white-lead and linseed oil paint. The film remains elastic throughout its long life. It is not subject to cracking as are brittle paints. It retains its appearance and wears by gradual chalking to a perfect repaint surface.



White-lead and Lead Mixing Oil make a truly weatherproof paint that seals the surface of concrete

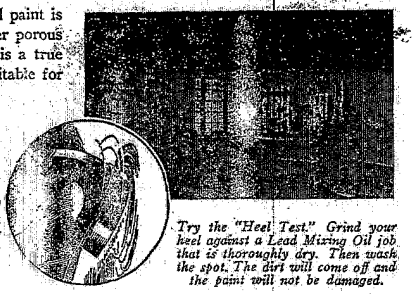
The Dutch Boy Trade-Mark is a Sign of Quality Paint Materials

N 28121

Interior—Dutch Boy white-lead and Lead Mixing Oil paint is particularly adapted for use on interior plaster and other porous surfaces because, in addition to its sealing qualities, it is a true "flat" paint. It provides rich, solidly smooth finishes, suitable for the finest interiors and of extraordinary durability.

White-lead and Lead Mixing Oil paint should be used for all coats. As a primer, it stops surface suction, hides fire-cracks and provides a solid foundation for succeeding coats. As a final coat, it dries to a solid flat with only a very slight sheen at angle reflection.

The fact that this paint is used also for exteriors gives an idea of the durability of the finish. It stands up under repeated washings, and pencil marks, ink stains, finger smudges, etc. can be cleaned off with little trouble and no damage to the film.



Try the "Heel Test." Grind your heel against a Lead Mixing Oil job that is thoroughly dry. Then wash the spot. The dirt will come off and the paint will not be damaged.

White-lead and Lead Mixing Oil paint is easy to mix, tint and apply. It has good hiding power, easy spreading qualities and levels out free from brushmarks or shiners. No stippling is necessary to obtain a smooth, even finish.

Dutch Boy Lead Mixing Oil—A special vehicle for mixing with white-lead. Makes a flat paint which seals, protects and beautifies porous surfaces—interior or exterior.

Dutch Boy Colors-in-Oil—Tinting pigments of exceptional strength and purity and of true color tone. Of proper consistency to mix quickly into white-lead paint without thinning. Line includes all colors in popular demand for painting.

Dutch Boy Wall Primer—A special primer for use in sealing exceptionally porous interior surfaces. Has good hiding power and [illegible] coverage.

PROTECTING STRUCTURAL METAL AGAINST CORROSION

The use of pure red-lead and linseed oil paint to protect iron and steel against corrosion has long been approved practice among architects, engineers and those with large and costly metal structures to maintain. Red-lead's superiority as a metal protective paint has been proved, not only by numerous tests over a long period of time, but by the actual experience of red-lead users for many years past. Its satisfactory performance under actual service conditions, repeated over and over again on many paint jobs, is its best recommendation.

Red-lead protection is standard practice on most large metal structures

Pure red-lead paint is insoluble in water, unaffected by ordinary atmospheric gases and sticks tightly to the surface it covers.

Red-Lead in Oil—Dutch Boy red-lead in oil is highly oxidized, pure red-lead ground to paste consistency in pure linseed oil. Its exceptionally high Pb_3O_4 content and the fineness of its pigment particles insure excellent keeping and brushing qualities, good coverage and extreme durability.

Liquid Red-Lead—Dutch Boy liquid red-lead No. 1 is a ready-to-use pure red-lead paint mixed on the basis of 33 lbs. dry red-lead to a gallon of vehicle. Experience has shown that it gives maximum durability and service under extreme exposure. Dutch Boy liquid red-lead is also available in black and two shades of brown.

Quick-Drying Red-Lead Primer—This paint contains no pigment other than pure red-lead, but through the use of synthetic resins in the vehicle, the drying time has been reduced to from 4 to 6 hours. Excellent for all work where red-lead protection is vital and allowable drying time is short.

(See next page for complete white-lead and red-lead specifications.)

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GENERAL PAINTING SPECIFICATIONS

Following are general specifications for the painting of interior and exterior surfaces:

Preparation of Surface

(1) Woodwork—New woodwork shall be cut smooth with sandpaper where required and dusted clean before priming. From old woodwork which has been painted before, all loose paint, scale, dirt and dust shall be removed. Wash off with benzine or turpentine all parts where liquid paint remover has been used. After the priming coat on new wood work is applied, all knots and sappy streaks shall receive one coat of shellac varnish brushed out thin and all dents, cracks and other defects shall be filled with putty, composed of white-lead and whiting.

(2) Plaster—Before applying any paint to plaster, either new or old, see that it is clean and smooth. Fill all cracks and holes with patching plaster. Where new plaster to be painted is not properly aged, it shall be treated before priming with a solution made by dissolving 2 lbs. of zinc sulphate in 1 gal. of water.

(3) Brick and Stone—New brickwork shall not be primed until dry. At least 2 or 3 days of dry weather shall precede painting. If any mortar has become loose or damaged, all such places shall be pointed with mortar before applying paint. After priming, correct small defects in the surface with putty.

(4) Stucco and Concrete—Stucco or concrete shall be allowed to stand and dry at least six months before paint is applied. If painted before this time, it shall be treated with a solution made by dissolving 2 lbs. of zinc sulphate in 1 gal. of water.

(5) Metal Work—Iron, steel and other metal work shall be cleaned thoroughly of all loose paint, dirt, oil, grease, rust, scale and other foreign matter before paint is applied.

The Paint and Its Application

(6) Designation of Paint to Be Used—All woodwork, plaster, brick, stone, concrete and stucco which are to be painted, shall be painted with NATIONAL LEAD COMPANY'S Dutch Boy White-lead, Dutch Boy Linseed Oil, pure turpentine, Dutch Boy Liquid Drier, Dutch Boy Lead Mixing Oil, and Dutch Boy Wall Primer mixed and applied according to the formulas hereinafter designated for each kind of work. All metals shall be painted with NATIONAL LEAD COMPANY'S Red-lead-in-oil or red lead paint according to instructions hereinafter given for each specific purpose.

(7) Tinting Materials—In producing tints and shades, Dutch Boy Colors-in-Oil shall be used. If colors-in-oil are used in quantities large enough to affect the consistency of the paint, the quantities of thinners named in the formulas shall be increased in amount equal to the volume of the tinting material.

(8) Applying the Paint—No exterior painting shall be done when rain or snow is falling, during fog, or until after dew or moisture which may be on the surface has completely disappeared. Painting done in winter weather shall only be done when the temperature is above 50 degrees F. and when all surfaces are dry. All exterior work shall be allowed to dry at least 4 days before the next coat is applied and at least 2 days shall be allowed between coats on interior work.

(9) New Woodwork, Exterior—Three coats of paint, mixed as follows, shall be applied:

	Priming Coat	Second Coat	Third Coat
Dutch Boy All-Purpose Soft Paste White-Lead	100 lbs.	100 lbs.	100 lbs.
Dutch Boy Linseed Oil	4 gals.	1½ gals.	3 gals.
*Pure Turpentine	1¾ gals.	1¾ gals.	.....
†Dutch Boy Liquid Drier	1 pt.	1 pt.	1 pt.

*With heavy paste white-lead, add 1 qt. turpentine to third coat formula and increase by this quantity the turpentine in other two coats.
†When boiled oil is used, reduce drier to ½ pt.

(10) Repainting Woodwork, Exterior—Two coats of paint, mixed as follows, shall be applied:

	First Coat	Second Coat
Dutch Boy All-Purpose Soft-Paste White-Lead	100 lbs.	100 lbs.
Dutch Boy Linseed Oil	2 gals.	3 gals.
*Pure Turpentine	1¾ gals.	.....
†Dutch Boy Liquid Drier	1 pt.	1 pt.

*With heavy paste white-lead, add 1 qt. turpentine to second coat formula and increase by this quantity the turpentine in first coat.
†When boiled oil is used, reduce drier to ½ pt.

(11) Plaster, Interior—Plaster never before painted shall receive three coats of paint mixed as follows:

	Priming Coat	Second Coat	Third Coat
Dutch Boy All-Purpose Soft Paste 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.

If the walls are exceptionally porous, Dutch Boy Wall Primer may be substituted for the priming coat above.
In repainting plaster, only two coats are necessary and the priming coat may be omitted.
*The minimum quantities of Lead Mixing Oil should be used when the greatest amount of hiding is needed.
**If the final coat is to be stippled, reduce the Lead Mixing Oil to two gallons.

(12) New Woodwork, Interior—Woodwork inside never before painted shall first receive a priming coat as follows:

	Priming Coat
Dutch Boy All-Purpose Soft Paste White-Lead	100 lbs.
Dutch Boy Linseed Oil	3 gals.
Pure Turpentine	1½ gals.
Dutch Boy Liquid Drier	1 pt.

This priming coat shall be followed by two coats mixed as follows:

	Second Coat	Third Coat, Flat Finish
Dutch Boy All-Purpose Soft Paste White-Lead	100 lbs.	100 lbs.
Dutch Boy Lead Mixing Oil	3 gals.	3 gals.

If a semi-gloss finish is desired, use a paint composed of equal volumes of the flat paint above and Dutch Boy Wall Primer.

(13) Repainting Woodwork, Interior—In repainting interior woodwork, only two coats are necessary. Use the same formulas as for New Woodwork, Inside, simply omitting the priming coat.

(14) Brick, Stucco, Concrete, Stone—Three coats of paint, mixed as follows, shall be applied to brick, stucco, concrete and stone never before painted:

	Priming Coat	Second Coat	Third Coat, Flat** Finish
Dutch Boy All-Purpose Soft Paste 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.

*The minimum quantities of Lead Mixing Oil should be used when the greatest amount of hiding is needed.
**If a high gloss finish is desired, use a paint mixed according to the third coat formula for exterior wood painting.

(15) Metal Work, Exterior and Interior—Three coats of paint, shall be applied to exterior and interior metal work. Either the paste red lead or the liquid red-lead paints sold under the Dutch Boy trade-mark may be used.

Priming Coat			
Dutch Boy Paste Red-Lead	100 lbs.		
Dutch Boy Raw Linseed Oil	1⅞ gals.		Dutch Boy Liquid Red-Lead No. 1
Pure Turpentine	1½ pts.	(or)	
Dutch Boy Liquid Drier	1½ pts.		

Second Coat (Light Brown)			
Dutch Boy Paste Red-Lead	100 lbs.		
Dutch Boy Linseed Oil	1⅞ gals.		Dutch Boy Liquid Red-Lead No. 6
Dutch Boy Lampblack	⅞ pt.	(or)	
Pure Turpentine	1½ pts.		
Dutch Boy Liquid Drier	1½ pts.		

Third Coat (Black)			
Dutch Boy Paste Red-Lead	100 lbs.		
Dutch Boy Linseed Oil	15½ gals.		Dutch Boy Liquid Red-Lead No. 5
Dutch Boy Chinese or Prussian Blue	1½ gals.		
Dutch Boy Lampblack	6½ gals.	(or)	
Pure Turpentine	1½ pts.		
Dutch Boy Liquid Drier	1⅞ gals.		

Whenever conditions demand quick drying, Dutch Boy Quick-Drying Red-lead Primer should be specified. Dutch Boy Quick-Drying Red-lead Primer may be used for all coats. For inspection purposes, succeeding coats can be tinted to brown by the addition of from ⅛ to ½ pt. of lampblack per gallon. If the proportion is increased beyond ½ pt. to the gallon, the lampblack should be ground in japan.

Formulas for Other Work

If the type of painting work to be done is not covered here, we shall be glad to furnish the proper formulas for it if you will address a request to NATIONAL LEAD COMPANY, 111 Broadway, New York, N. Y.

Booklets on Painting

Our booklet "Painting Specifications Covering the Use of Dutch Boy Products" contains complete and detailed specifications for the painting of nearly all building materials in common use. Another practical book, of unusual value to those interested in the subjects of paint and painting is our "Handbook on Painting." This book gives formulas and directions for exterior and interior painting work of all kinds. We also publish a booklet, "Structural Metal Painting", which discusses the causes of corrosion and remedies for it, besides giving formulas and going into detail on the subject of painting structural metal.

For copies of any of these booklets, simply address the branch office nearest you. They will be sent without obligation.

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