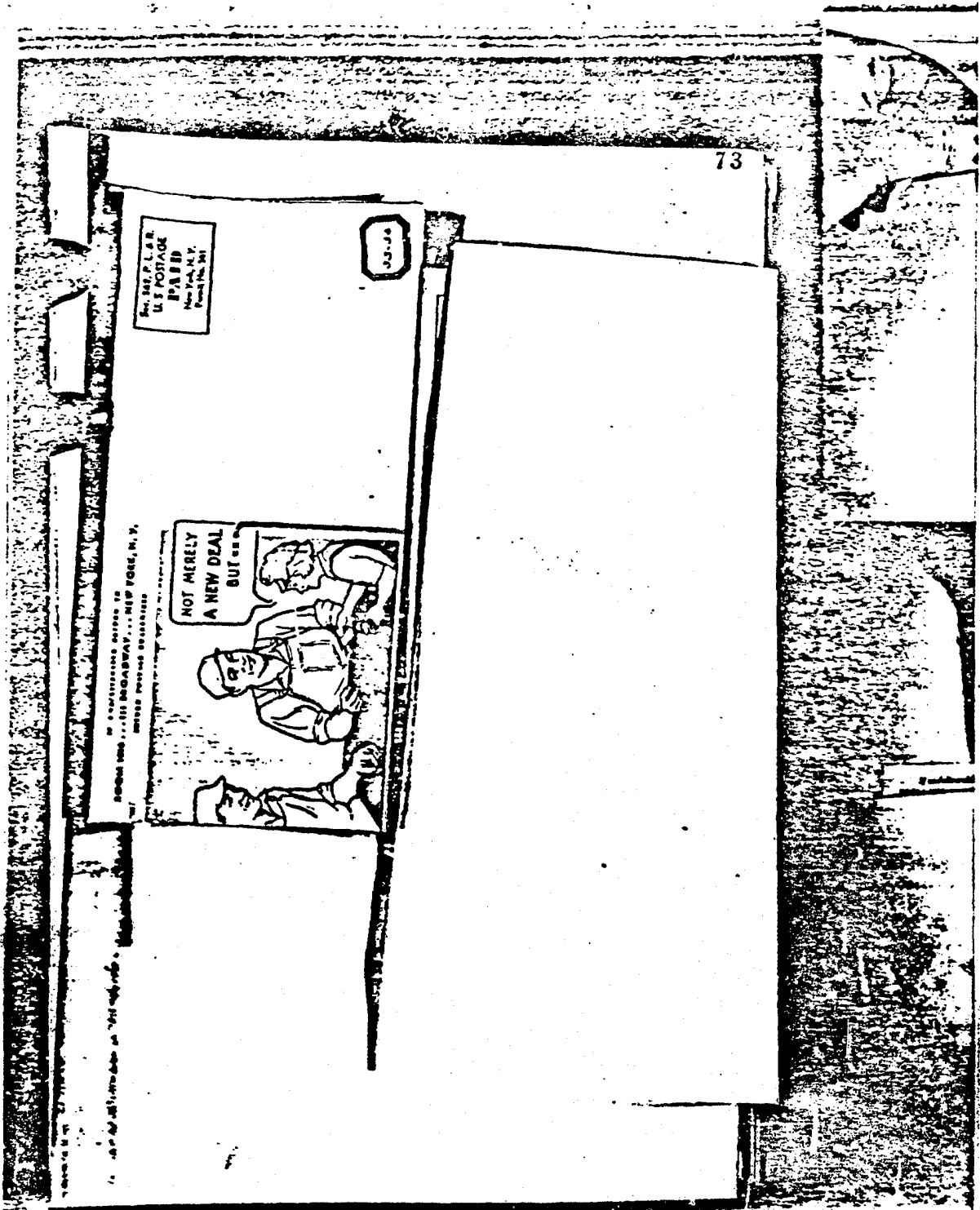


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A Message from
The Dutch Boy Painter

Polishing Time 10:30

**MAKE SURE OF A
GREAT DEAL FOR YOUR MONEY**

Can life, too, that with "All-Star Boy" puts you over winner, marks and money right at the start because you can...

MIX IT A GALLON A MINUTE
(PRETTY SOFT FOR YOU)



But this advertisement "All-Share Day" just doesn't cut you \$2.50 per share... it cuts \$2.50 off selling...

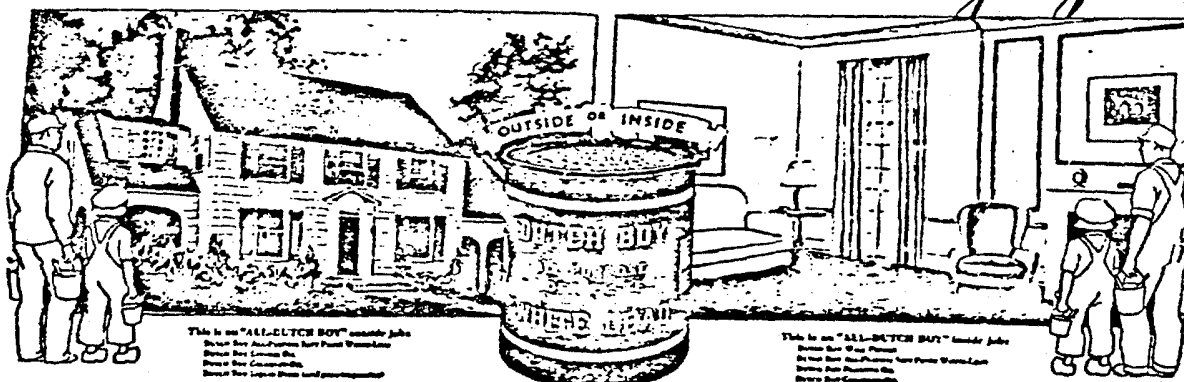
IT COSTS YOU ABOUT \$2.12 PER GALLON
(A GREAT DEAL FOR YOUR MONEY)

The \$2.50 gets in the average cost per gallon for the two costs of an outside supply job, using the standard formula given below. It is based on obtaining at 21 cents per gallon and based on at 50 cents per gallon, the difference for transport being 20 cents per gallon and for labor 63 per gallon. As posted material prices are not the same everywhere, your cost per gallon may run slightly more or slightly less than \$2.50 per gallon. To obtain your final cost simply add to your price on the form provided.

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Make it an "All-Dutch Boy" job



This is our "ALL-CLUTCH BOY" outside job.
 Special Say All-Purpose Navy Patrol Uniform
 Special Say Louder On
 Special Say Command-Off
 Special Say Let's Go, There, and everywhere

There is an "ALL-OUTER BAY" inside the
 Bay Area of the Pacific
 Bay Area of the Pacific
 Bay Area of the Pacific
 Bay Area of the Pacific



Don't Buy Lizard Oil is the right attitude for one with whitened hair outside paint. Lizard oil plays an important part in the performance of outside paint that it is only common sense to use the best oil obtainable. Don't Buy Lizard Oil is passed from oiler to oiler—the top of the crop. It is carefully filtered and we insist to have it from four; three just up to sealed case at the factory. You are the first hands to open the can. Depend on Don't Buy Oil to match the high quality of Don't Buy Whitened.

Death Ray lowered ME to cold to yellow and then
yellow more.



Black Boy All-Purpose Soft Paste White-Lead is strictly pure white-lead ground to pure linseed oil and pure turpentine—nothing else. It mixes quickly and easily. It is easy to tint to any shade of any color. It can be rubbed or put any kind of surface condition.

This new white-lead takes the place of both the old heavy paste and soft paste "leads." Now you need have only one kind of white-lead in the shop—All-Purpose Soft Paste.

Dark Bay All-Purpose Salt Pans White-Lined is ground to the same amount of interest all the former heavy pans ground. In addition, it contains a small amount of pure borax which converts the heavy pans into a soft pan. The White-Lined with interest all the same as the "hard" pan, a pan with the desired degree of glass. On the other hand, a true salt pan for interior work is produced quickly and easily by adding Dark Bay Filling Oil to Dark Bay All-Purpose "hard." White-Lined interior pans to durable, satisfactory and workable. And, of course, it may readily be adapted to many particular decorative finishes.

Don't Buy All-Purpose Soft Paste White-Led Is sold in 200 lb., 50 lb., 25 lb., and 12½ lb. steel drums.



FLATTING OIL

Dutch Boy Flaming Oil is also right oil to use when whitened to produce flat or eggshell gloss, interior paint. Paint made with Dutch Boy Flaming Oil sets up at just the right rate to prevent joints or laps between stretches. This type of paint levels off evenly and dries without shrink or flaking. Dutch Boy Flaming Oil is also widely used for glazing, leveling, enamel undercoats, leveling and smoothing. Many painters prefer to use it instead of turps to remove paint.

Bank Day Floating Off is said to quart, gallon and
fraction more.



LIQUID DRIER

Shark Bay Liquid Deter meets the demand for a drying agent that will help maintain paint to dry and endure at a cost restricted to purchase a long-lasting job. This new drive is made especially for whitened paint. It is a chemically balanced liquid compound of drying agents of high strength and efficiency. If no more drive is added by retainer, no further will occur.

Dark Bay Liquid Fiber is sold in half-gal., pint, quart and gallon sizes.



NATIONAL LEAD COMPANY



WALL PRIMER

Black Bay Wall Plaster is a first-class material designed to meet prevailing plaster wall conditions. It meets plaster plaster. It holds forever. It forms a true bond that for exceeding great work and a service as an actual plaster coat. Black Bay Wall Plaster has real body—that's why it does a first-class job. It stays motionless—effectively that the true coat is given added spreading capacity.

Black Bay Wolf Plaster is sold in half-gallon and gallon cans, four-gallon bins and thirty-gallon barrels.



DEALERS AND JOBBERS EVERYWHERE CARRY DUTCH BOY PRODUCTS

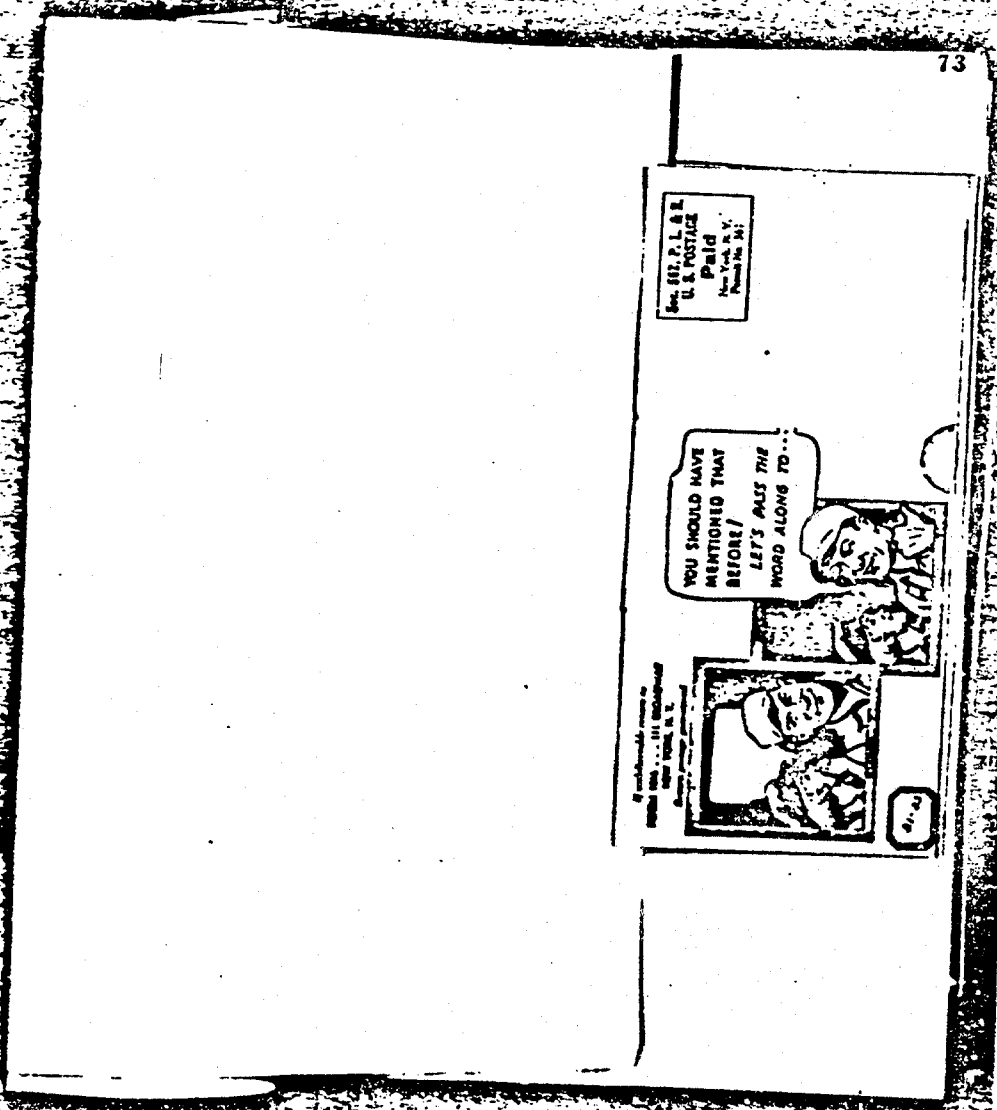
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With
ALL-PURPOSE Soft Paste White-Lead
Your paint is READY FOR THE BRUSH
at the rate of a GALLON A MINUTE

No more time-consuming tasks, no more waiting for paint to be made ready for the brush every day or every week.

For every responsible, ready-to-use paint, we are proud to say: There, in every gallon, is a certain quantity of preparation. The pigment must be ground off and then worked back into the pigment ... and the entire operation is so simple and so quick.

By using this paint, as illustrated below, you can be brought to breaking ceremony in the case of a gallon of paint a minute when the new Dutch Boy All-Purpose Soft Paste White-Lead is used.

First the "lead" goes a mixing bucket or tub. So, in the required quantity of brush oil and drier (or oil, turpentine, etc.), it's so simple and so sure as death.

Then you add turpentine, too, about this new All-Purpose Soft Paste that will spread to your brush the speed with which it mixes up. Then, for the first time, is a quick-drying white-lead ready to use for inside or outside work. It not only gives a fine gloss but also perfectly ... without a trace of a drier or turp. You'll like the new improved white-lead, its greater consistency, the easy breaking paint is ready.

GALLON-A-MINUTE TIME TABLE

Showing how extremely simple it is to mix up paint from Dutch Boy All-Purpose Soft Paste White-Lead - A preparation by mixing 7 pounds of pigment at a 100% solution of turpentine (or oil) and by adding 100% of turpentine to the mixture ... a mixing rate of 1 gallon of paint a minute.

Removing head of keg and scraping "lead" off cover . . .		25 SECONDS
Pouring "lead" and kneaded oil into mixing tub and elevating out keg		3 MINUTES 15 SECONDS
Adding drier and stirring batch until smooth		2 MINUTES 20 SECONDS
Ready for the brush		TOTAL 28 MINUTES

SAVE TIME ALSO in the
... by using the new
DUTCH BOY COLORS-IN-OIL



The new way you make the Dutch Boy brand colors - in oil - is so simple and so quick that it's a real time-saver. The Dutch Boy Colors-in-Oil are specially designed for mixing white-lead paint. They are the only colors that can be mixed up in a matter of minutes. They are the only colors that can be mixed up in a matter of minutes. They are the only colors that can be mixed up in a matter of minutes.

NATIONAL LEAD COMPANY
100 Broadway, New York, N.Y.
Sole U.S. Distributors for the World

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Make Every Job an ALL DUTCH BOY Job

The Dutch Boy line includes, in addition to white lead, the following primary products. Use these products along with Dutch Boy White Lead, making every job a complete Dutch Boy job with all that this means in quality, reliability and economy.



DUTCH BOY LIGHT PRIMER—A full strength, properly balanced, efficient primer, mixed ground in specially prepared oil. It is not ready for use as given, it is very easy to brush over. Ideal for all jobs, paint, primer, primer.



DUTCH BOY FLATTING OIL—The perfect primer for the use of white lead paint. It is a full strength, properly balanced, efficient primer, mixed ground in specially prepared oil. It is not ready for use as given, it is very easy to brush over. Ideal for all jobs, paint, primer, primer.



DUTCH BOY ALL PRIMER—A special primer developed for use in a broad range of cases. It is a full strength, properly balanced, efficient primer, mixed ground in specially prepared oil. It is not ready for use as given, it is very easy to brush over. Ideal for all jobs, paint, primer, primer.



DUTCH BOY FLATTING OIL—A specially blended, efficient primer for use with white lead to produce the perfect finish. It is a full strength, properly balanced, efficient primer, mixed ground in specially prepared oil. It is not ready for use as given, it is very easy to brush over. Ideal for all jobs, paint, primer, primer.



DUTCH BOY ALL PRIMER—A special primer developed for use in a broad range of cases. It is a full strength, properly balanced, efficient primer, mixed ground in specially prepared oil. It is not ready for use as given, it is very easy to brush over. Ideal for all jobs, paint, primer, primer.



DUTCH BOY WHITE LEAD IN OIL—The standard primer for use with white lead. It is a full strength, properly balanced, efficient primer, mixed ground in specially prepared oil. It is not ready for use as given, it is very easy to brush over. Ideal for all jobs, paint, primer, primer.

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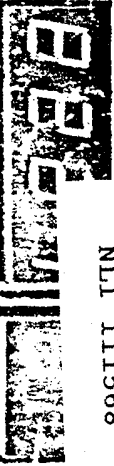
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In fact...the New



— is So "Soft"
it gives you paint at the rate of a
GALLON A MINUTE

YOU SAVE minutes 
muscle  and money 

Why take a chance on any other paint

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BBB

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PURE WHITE-LEAD

..... can be mixed Quick

TOM PROVES TO BILL THAT GALLON-A-MINUTE MIXING IS A FACT—NOT JUST A SLOGAN



① You painters who have used only the former grade of white-lead . . . you painters who have been trying "something else" . . . you painters (if any) who have never used lead-in-oil—It's time to modernize your opinion. Your first bag of All-Purpose Nuth Paint will do more to bring your ideas down-to-date than hours of talk or pages of type.

② You won't be experimenting . . . that was done before the first bag went on the market. You will be lining up with the most progressive painters in the business.

③ White-lead is today what it has been for generations—the Painter's Paint. It still is pure white-lead. It used to reach you ground only in pure linseed oil. Now it comes with a small amount of added turpentine.

The label on each bag reads:

Pure White-Lead	89 per cent ±
Pure Linseed Oil	9 per cent ±
Turpentine	2 per cent ±
Total	100 per cent

④ "All-Purpose" means that this new grade is suitable for both outside gloss paint and inside flat paint. Mixed with linseed oil, it produces a long-lasting gloss. Mixed with Gelling oil, it gives a perfect flat—one without a trace of a shine or flake.

⑤ DUTCH I has three extra

It is whiter

You'll see the job but also the

It shines more

You'll notice that your job is out through the window.

It brushes on

You'll agree, as you'll find out . . . it does

It is All-Purpose

No need now to mix it

⑥ You get all the

AT A C

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THE WHITE-LEAD PAINT

can be mixed Quickly and Easily

THAT GALLON-A-MINUTE MIXING IS A FACT—NOT JUST A SLOGAN

By REYNOLDS



"I need only the former grade of white-lead . . . you painters nothing else" . . . you painters (if any) who have never used modern your opinions. Your first keg of All-Purpose Soft Paste leads down-to-date than hours of talk or pages of type.

rating . . . that was done before the Crest keg went on the market, the most progressive painters in the business.

at it has been for generations—the Painter's Paint. It still is pure: you ground only in pure linseed oil. Now it comes with a small

White-Lead 89 per cent ±
 Linseed Oil 9 per cent ±
 Turpentine 2 per cent ±
 100 per cent

but this new grade is suitable for both outside glass paint and inside oil, it produces a long-lasting gloss. Mixed with flaxing oil, it shows a trace of a thinner or finish.

© DUTCH BOY ALL-PURPOSE SOFT PASTE WHITE-LEAD has three extra advantages:

It is whiter

You'll see that when you open the keg. Extra whiteness leaves not only whiter white jobs but also clearer tint. This is especially desirable on inside flat work.

It mixes more quickly

You'll notice that by the way it takes up the oil when you mix a batch. All-Purpose Soft Paste gets an extra grinding when the turpentine is added, thus bringing about a more thorough incorporation of pigment and vehicle . . . which naturally invites quick, easy mixing.

It brushes easier

You'll appreciate that as you put the paint on. White-lead paint always has been easy to spread, so you'd expect paint made from the new All-Purpose grade to go on smoothly and evenly . . . it does . . . and it hides well and covers a lot of surface.

It is All-Purpose

No need now to keep two grades of lead on hand, because this new white-lead is ideally suited to making a full glass outside paint and a perfect flat wall paint.

© You get all these advantages, plus the unexcelled durability of pure white-lead paint . . .

AT A COST WHICH PROVES THAT—

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Start every job with a smile

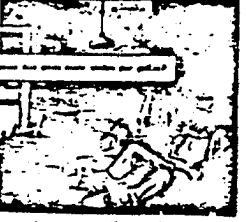
PAINTING is a serious business, to be sure. But that's no reason to be you shouldn't get some fun out of it. If you've been plodding along in a rut, wondering when you'd be back your best, cheer up! There's all you need to switch to the paint that gives more smiles per gallon—good old honest white lead on brand-new form.

• Dutch Boy All-Purpose Soft Paste works like magic on grumpy depressions. Roll a bag into your shop and watch the funny stuff take place. And if you want to turn those smiles into no-nonsense grin, bring in the rest of "the make-it"—chopped oil, drier and rollers—all in the famous black and orange Dutch Boy cans.

• Every day more and more painters are going to their deaths for these new ideas. They are buying Dutch Boy Products because these materials offer a Great Deal for the money.... and more smiles per gallon. When painters figure up the cost of

"Dutch Boy"—the Painter's Paint—they get a smile per gallon. When they are here quickly and easily this past season, they get a smile per gallon. When they break on the extra-sure paint, they get a smile per gallon. When they are how it reveals, how it looks, they get a smile per gallon. When they see that muddled look on the houseowner's face, they get an extra smile per gallon—and, the chance for an invitation to figure on other work.

• House owners everywhere are realizing that muddled painting can no longer be put off. Right in your own neighborhood are homes that should have been painted in 1944. The painting was postponed until "better times." Well, better times are here! The painting epidemic has started. Now's the time to put your shop on a straight head on foot. You won't waste any minutes.



Smiles or money if you mix your paint from Dutch Boy All-Purpose Soft Paste. Whichever!

... because it is —

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easy to

THIN.... TINT.... SPREAD

Quick-Mixing Thinning Quick, Accurate, Color-Matching Easy Spreading—Good Hiding

A

Remove a quart, leaving four quarts in the can. Add one quart of water and stir thoroughly. This makes a quart of thinning.

B

Four quarts of thinning will mix with four quarts of paint. Stir thoroughly. This makes a quart of tint.

C

Add a quart of tint to a quart of paint. Stir thoroughly. This makes a quart of spread.

A

Drop the color in your ordinary paint. Stir thoroughly. This makes a quart of tint.

B

Drop the color in your ordinary paint. Stir thoroughly. This makes a quart of tint.

C

Drop the color in your ordinary paint. Stir thoroughly. This makes a quart of tint.

A

Take a good handful of "All-Thank-You" paint and lay it on the brush. You get the effect you want. It goes far under every brush stroke. You get extra spread per gallon. You get extra spread per gallon.

B

Stretch it out if you wish. It will still cover evenly. "All-Thank-You" paint has a spreading property that only pure white lead paint can give. It goes far under every brush stroke. You get extra spread per gallon. You get extra spread per gallon.

C

The fast brush is just as good. Just as smooth. Just as beautiful. Just as easy to use. Just as good for the job. "All-Thank-You" paint has a spreading property that only pure white lead paint can give. It goes far under every brush stroke. You get extra spread per gallon. You get extra spread per gallon.

Read how other painters are getting more smiles per gallon

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HERE'S WHAT THEY SAY

"Strong for New Kind"

"I used to think there was nothing the 1930 model could do. You see, my dad used that kind and my grand-dad too. I guess, they used a lot of that old Dutch Boy paint the other day and I'm using for it... I mean now on. The world do move, and to have had money along with it."

"I Buy My Oil by Brand"

"One of my big jobs turned over a while back. From it was due to oil trouble. Got me a lot to fix that oil. Some things I've put my faith in Dutch Boy brand oil. What's the name in getting question-mark's all in new thing white-hot? Dutch they understand grade for me every time."

"A Diner that 'Safe and Sure'"

"That new Dutch Boy Diner is a nice piece of goods, if you'll take the word of a man who's been in it. A diner's no order than its restaurant, and a diner's no better than its smallest part. My job set up and harden on just the right rate to make 'em last along time."

"I Save Me \$2.00 per Gallon"

"I'm no tight-fisted even though my name's Max Trench. But my 'Every man's work's a mistake.' You know say 'A penny saved is a penny earned.' If I can get hold of a good paint on A.S. Dutch Boy for less than I'd buy it, my 'em are good for the dollar work but so's a man has I can't buy \$2.00 my hand out of oil savings out per gallon."

"Pretty Soft for Me!"

"I had a little squabble in our shop this morning. Job we've got needed two hundred of kind. But had a bag of old oil to use a bag of new. 'You know he said 'He's 'em up, boys,' every body considered for the new A.S. Purpose. We 'winced' off right... but I got the new bag!"

"A Winner for Wall Work"

"That I show you that wall job I did the other day? Not Wall, you ought to see it! No others, no tape, no brushwork. Sure, it was A.S. Dutch Boy. That Dutch Boy painting is a winner for wall work. It sets up, sets enough so I can catch tape without staining it."

"A Jack of All Trades"

"That bird above me don't know the half of it, if he thinks Dutch Boy painting is good only for flat wall paint, I ought to show him up in the way it works in unusual undertones. I'd like to show him how to build up a million-dollar curved job. And I turn out some shiny glass jobs with flaring oil, too."

"It Hides... Needs... Covers"

"Dutch Boy Wall Primer? Sure, I use it. Years ago I made my own primer. I had to mix up a batch of flat wall paint, starting from scratch, while he was covering, stirring and having a couple of cans of base paint. Cover to and I changed because he didn't figure I'd mix up Dutch Boy All-Purpose base."

"Always a Good Red"

"I was a little piece of change yesterday. My partner told me a but that I couldn't mix up a batch of flat wall paint, starting from scratch, while he was covering, stirring and having a couple of cans of base paint. Cover to and I changed because he didn't figure I'd mix up Dutch Boy All-Purpose base."

"New Colors Make Me"

"These new Dutch Boy colors are mighty welcome in my shop. I do quite a bit of Fifth Avenue work and have to turn out some pretty unusual color combinations. The new, strong and famous of Dutch Boy colors are a lot of trouble. They're easy to handle, too."

The DUTCH BOY way

of painting
PLASTER WALLS

THE DUTCH BOY way is the procedure way to mix your paint to save on interior work that will bring you good business. "Add-Dutch Boy" will save you time, effort, trouble, and money. Painters who use the "Add-Dutch Boy" paint system will save a fortune in the kind of work that should be done better.

"Add-Dutch Boy" mixed paint can be handled in many different ways to produce various decorative effects. It is a basis for a straight flat or stippled finish, "Add-Dutch Boy" paint will give a smooth base, smooth or rough. If the job calls for a stippled finish, it is easy enough to produce it. If the customer wants one coat of a smooth base of decorative finish—rough, smooth, or stippled, yellow, white, etc.—"Add-Dutch Boy" paint is the right paint for the job and it will save you time and money. "Add-Dutch Boy" paint is the right paint for the job and it will save you time and money.

PAINTING CHART

When the new is completely dried, about 24 hours, the "Add-Dutch Boy" paint will give the best of all finishes. It will not crack, and it will not peel off.

THE DUTCH BOY way is the procedure way to mix your paint to save on interior work that will bring you good business. "Add-Dutch Boy" will save you time, effort, trouble, and money. Painters who use the "Add-Dutch Boy" paint system will save a fortune in the kind of work that should be done better.

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The DUTCH BOY way

of painting
OUTSIDE WOODWORK

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*Not only Quality
High in But...*

...Low in Price and Easy to Mix!



You are a painter, so you don't need to be told much about the high quality of pure white-lead paint. You know that it is the accepted standard . . . that leading painters everywhere use white-lead paint because it gives unsurpassed durability and protection. You like its hiding power, its brushing ease and its spreading capacity.

You like it because you can mix it so suit every kind of surface condition and can then it to please your most particular customers.

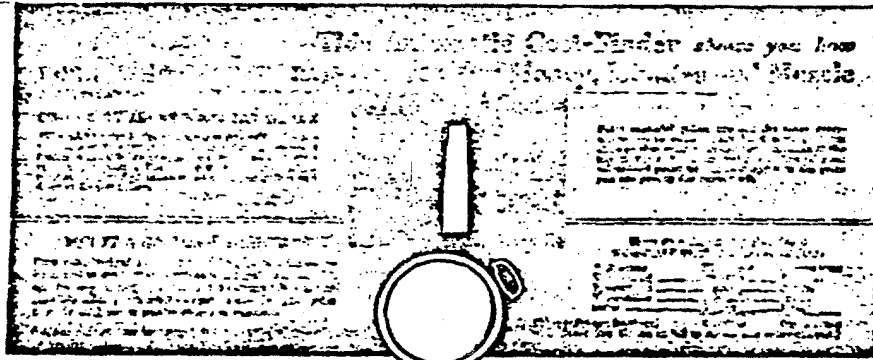
BUT . . . have you ever stopped to figure how little this pure white-lead paint costs

you per gallon? At today's prices it comes up, on average, outside repack work, only about \$2.50 per gallon.

FURTHERMORE . . . no paint can be made ready for the brush more quickly and easily. When you use the new grade — Dutch Boy All-Purpose Soft Paste White-lead — you can mix your paint at the rate of a gallon a minute.

Combining high quality, low price and ease of mixing, there's no paint on the market that gives you more for your money than pure white-lead paint made with

DUTCH BOY ALL-PURPOSE SOFT PASTE WHITE-LEAD



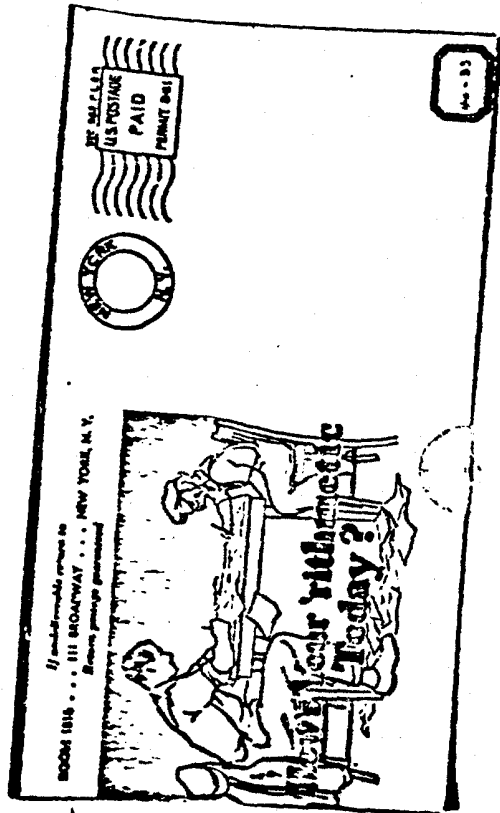
1.00	1.25	1.50	1.75	2.00	2.25	2.50	2.75	3.00	3.25	3.50	3.75	4.00	4.25	4.50	4.75	5.00	5.25	5.50	5.75	6.00	6.25	6.50	6.75	7.00	7.25	7.50	7.75	8.00	8.25	8.50	8.75	9.00	9.25	9.50	9.75	10.00	10.25	10.50	10.75	11.00	11.25	11.50	11.75	12.00	12.25	12.50	12.75	13.00	13.25	13.50	13.75	14.00	14.25	14.50	14.75	15.00	15.25	15.50	15.75	16.00	16.25	16.50	16.75	17.00	17.25	17.50	17.75	18.00	18.25	18.50	18.75	19.00	19.25	19.50	19.75	20.00	20.25	20.50	20.75	21.00	21.25	21.50	21.75	22.00	22.25	22.50	22.75	23.00	23.25	23.50	23.75	24.00	24.25	24.50	24.75	25.00	25.25	25.50	25.75	26.00	26.25	26.50	26.75	27.00	27.25	27.50	27.75	28.00	28.25	28.50	28.75	29.00	29.25	29.50	29.75	30.00	30.25	30.50	30.75	31.00	31.25	31.50	31.75	32.00	32.25	32.50	32.75	33.00	33.25	33.50	33.75	34.00	34.25	34.50	34.75	35.00	35.25	35.50	35.75	36.00	36.25	36.50	36.75	37.00	37.25	37.50	37.75	38.00	38.25	38.50	38.75	39.00	39.25	39.50	39.75	40.00	40.25	40.50	40.75	41.00	41.25	41.50	41.75	42.00	42.25	42.50	42.75	43.00	43.25	43.50	43.75	44.00	44.25	44.50	44.75	45.00	45.25	45.50	45.75	46.00	46.25	46.50	46.75	47.00	47.25	47.50	47.75	48.00	48.25	48.50	48.75	49.00	49.25	49.50	49.75	50.00	50.25	50.50	50.75	51.00	51.25	51.50	51.75	52.00	52.25	52.50	52.75	53.00	53.25	53.50	53.75	54.00	54.25	54.50	54.75	55.00	55.25	55.50	55.75	56.00	56.25	56.50	56.75	57.00	57.25	57.50	57.75	58.00	58.25	58.50	58.75	59.00	59.25	59.50	59.75	60.00	60.25	60.50	60.75	61.00	61.25	61.50	61.75	62.00	62.25	62.50	62.75	63.00	63.25	63.50	63.75	64.00	64.25	64.50	64.75	65.00	65.25	65.50	65.75	66.00	66.25	66.50	66.75	67.00	67.25	67.50	67.75	68.00	68.25	68.50	68.75	69.00	69.25	69.50	69.75	70.00	70.25	70.50	70.75	71.00	71.25	71.50	71.75	72.00	72.25	72.50	72.75	73.00	73.25	73.50	73.75	74.00	74.25	74.50	74.75	75.00	75.25	75.50	75.75	76.00	76.25	76.50	76.75	77.00	77.25	77.50	77.75	78.00	78.25	78.50	78.75	79.00	79.25	79.50	79.75	80.00	80.25	80.50	80.75	81.00	81.25	81.50	81.75	82.00	82.25	82.50	82.75	83.00	83.25	83.50	83.75	84.00	84.25	84.50	84.75	85.00	85.25	85.50	85.75	86.00	86.25	86.50	86.75	87.00	87.25	87.50	87.75	88.00	88.25	88.50	88.75	89.00	89.25	89.50	89.75	90.00	90.25	90.50	90.75	91.00	91.25	91.50	91.75	92.00	92.25	92.50	92.75	93.00	93.25	93.50	93.75	94.00	94.25	94.50	94.75	95.00	95.25	95.50	95.75	96.00	96.25	96.50	96.75	97.00	97.25	97.50	97.75	98.00	98.25	98.50	98.75	99.00	99.25	99.50	99.75	100.00	100.25	100.50	100.75	101.00	101.25	101.50	101.75	102.00	102.25	102.50	102.75	103.00	103.25	103.50	103.75	104.00	104.25	104.50	104.75	105.00	105.25	105.50	105.75	106.00	106.25	106.50	106.75	107.00	107.25	107.50	107.75	108.00	108.25	108.50	108.75	109.00	109.25	109.50	109.75	110.00	110.25	110.50	110.75	111.00	111.25	111.50	111.75	112.00	112.25	112.50	112.75	113.00	113.25	113.50	113.75	114.00	114.25	114.50	114.75	115.00	115.25	115.50	115.75	116.00	116.25	116.50	116.75	117.00	117.25	117.50	117.75	118.00	118.25	118.50	118.75	119.00	119.25	119.50	119.75	120.00	120.25	120.50	120.75	121.00	121.25	121.50	121.75	122.00	122.25	122.50	122.75	123.00	123.25	123.50	123.75	124.00	124.25	124.50	124.75	125.00	125.25	125.50	125.75	126.00	126.25	126.50	126.75	127.00	127.25	127.50	127.75	128.00	128.25	128.50	128.75	129.00	129.25	129.50	129.75	130.00	130.25	130.50	130.75	131.00	131.25	131.50	131.75	132.00	132.25	132.50	132.75	133.00	133.25	133.50	133.75	134.00	134.25	134.50	134.75	135.00	135.25	135.50	135.75	136.00	136.25	136.50	136.75	137.00	137.25	137.50	137.75	138.00	138.25	138.50	138.75	139.00	139.25	139.50	139.75	140.00	140.25	140.50	140.75	141.00	141.25	141.50	141.75	142.00	142.25	142.50	142.75	143.00	143.25	143.50	143.75	144.00	144.25	144.50	144.75	145.00	145.25	145.50	145.75	146.00	146.25	146.50	146.75	147.00	147.25	147.50	147.75	148.00	148.25	148.50	148.75	149.00	149.25	149.50	149.75	150.00	150.25	150.50	150.75	151.00	151.25	151.50	151.75	152.00	152.25	152.50	152.75	153.00	153.25	153.50	153.75	154.00	154.25	154.50	154.75	155.00	155.25	155.50	155.75	156.00	156.25	156.50	156.75	157.00	157.25	157.50	157.75	158.00	158.25	158.50	158.75	159.00	159.25	159.50	159.75	160.00	160.25	160.50	160.75	161.00	161.25	161.50	161.75	162.00	162.25	162.50	162.75	163.00	163.25	163.50	163.75	164.00	164.25	164.50	164.75	165.00	165.25	165.50	165.75	166.00	166.25	166.50	166.75	167.00	167.25	167.50	167.75	168.00	168.25	168.50	168.75	169.00	169.25	169.50	169.75	170.00	170.25	170.50	170.75	171.00	171.25	171.50	171.75	172.00	172.25	172.50	172.75	173.00	173.25	173.50	173.75	174.00	174.25	174.50	174.75	175.00	175.25	175.50	175.75	176.00	176.25	176.50	176.75	177.00	177.25	177.50	177.75	178.00	178.25	178.50	178.75	179.00	179.25	179.50	179.75	180.00	180.25	180.50	180.75	181.00	181.25	181.50	181.75	182.00	182.25	182.50	182.75	183.00	183.25	183.50	183.75	184.00	184.25	184.50	184.75	185.00	185.25	185.50	185.75	186.00	186.25	186.50	186.75	187.00	187.25	187.50	187.75	188.00	188.25	188.50	188.75	189.00	189.25	189.50	189.75	190.00	190.25	190.50	190.75	191.00	191.25	191.50	191.75	192.00	192.25	192.50	192.75	193.00	193.25	193.50	193.75	194.00	194.25	194.50	194.75	195.00	195.25	195.50	195.75	196.00	196.25	196.50	196.75	197.00	197.25	197.50	197.75	198.00	198.25	198.50	198.75	199.00	199.25	199.50	199.75	200.00	200.25	200.50	200.75	201.00	201.25	201.50	201.75	202.00	202.25	202.50	202.75	203.00	203.25	203.50	203.75	204.00	204.25	204.50	204.75	205.00	205.25	205.50	205.75	206.00	206.25	206.50	206.75	207.00	207.25	207.50	207.75	208.00	208.25	208.50	208.75	209.00	209.25	209.50	209.75	210.00	210.25	210.50	210.75	211.00	211.25	211.50	211.75	212.00	212.25	212.50	212.75	213.00	213.25	213.50	213.75	214.00	214.25	214.50	214.75	215.00	215.25	215.50	215.75	216.00	216.25	216.50	216.75	217.00	217.25	217.50	217.75	218.00	218.25	218.50	218.75	219.00	219.25	219.50	219.75	220.00	220.25	220.50	220.75	221.00	221.25	221.50	221.75	222.00	222.25	222.50	222.75	223.00	223.25	223.50	223.75	224.00	224.25	224.50	224.75	225.00	225.25	225.50	225.75	226.00	226.25	226.50	226.75	227.00	227.25	227.50	227.75	228.00	228.25	228.50	228.75	229.00	229.25	229.50	229.75	230.00	230.25	230.50	230.75	231.00	231.25	231.50	231.75	232.00	232.25	232.50	232.75	233.00	233.25	233.50	233.75	234.00	234.25	234.50	234.75	235.00	235.25	235.50	235.75	236.00	236.25	236.50	236.75	237.00	237.25	237.50	237.75	238.00	238.25	238.50	238.75	239.00	239.25	239.50	239.75	240.00	240.25	240.50	240.75	241.00	241.25	241.50	241.75	242.00	242.25	242.50	242.75	243.00	243.25	243.50	243.75	244.00	244.25	244.50	244.75	245.00	245.25	245.50	245.75	246.00	246.25	246.50	246.75	247.00	247.25	247.50	247.75	248.00	248.25	248.50	248.75	249.00	249.25	249.50	249.75	250.00	250.25	250.50	250.75	251.00	251.25	251.50	251.75	252.00	252.25	252.50	252.75	253.00	253.25	253.50	253.75	254.00	254.25	254.50	254.75	255.00	255.25	255.50	255.75	256.00	256.25	256.50	256.75	257.00	257.25	257.50	257.75	258.00	258.25	258.50	258.75	259.00	259.25	259.50	259.75	260.00	260.25	260.50	260.75	261.00	261.25	261.50	261.75	262.00	262.25	262.50	262.75	263.00	263.25	263.50	263.75	264.00	264.25	264.50	264.75	265.00	265.25	265.50	265.75	266.00	266.25	266.50	266.75	267.00	267.25	267.50	267.75	268.00	268.25	268.50	268.75	269.00	269.25	269.50	269.75	270.00	270.25	270.50	270.75	271.00	271.25	271.50	271.75	272.00	272.25	272.50	272.75	273.00	273.25	273.50	273.75	274.00	274.25	274.50	274.75	275.00	275.25	275.50	275.75	276.00	276.25	276.50	276.75	277.00	277.25	277.50	277.75	278.00	278.25	278.50	278.75	279.00	279.25	279.50	279.75	280.00	280.25	280.50	280.75	281.00	281.25	281.50	281.75	282.00	282.25	282.50	282.75	283.00	283.25	283.50	283.75	284.00	284.25	284.50	284.75	285.00	285.25	285.50	285.75	286.00	286.25	286.50	286.75	287.00	287.25	287.50	287.75	288.00	288.25	288.50	288.75	289.00	289.25	289.50	289.75	290.00	290.25	290.50	290.75	291.00	291.25	291.50	291.75	292.00
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NLL 1113/3



Not only High

ROOM 1515 ... 111 BROADWAY
If undeliverable return to Room group mentioned



Here's the problem they're talking about-see if you can work it

A PAINTER buys the materials he needs for a job he is doing. He buys 100 lbs. of white-lead (3 1/4 gals.) at 1s cents per lb., 3 gals. of linseed oil at 80 cents per gal. and 1 pt. of drier at \$2.00 per gal. (a) What is the total cost of the materials? (b) How much paint will the

materials make? (c) What will the paint cost per gal.? Get out your pencil and work the problem on the back of this folder.

(Note: The correct answer will be found inside this folder, at the bottom.)

Now that you've had a little practice, why not do a little figuring for your own sake? It's perfectly true that "no one knows paint like a painter," but it likewise is true that many painters are "in the dark" as far as white-lead paint costs are concerned.

If you think, because of its high quality, that pure

white-lead paint is high in price there is no better time than now to dig out the facts. Do this for your own satisfaction and for the good of your business. You'll be appreciably surprised at the low per-gallon cost of pure white-lead paint. Fill in the spaces below and figure out the cost for yourself—at today's prices in your locality.

MATERIALS		WHITE-LEAD COST		LINSEED OIL COST	
		Yours	Cost	Yours	Cost
All-Purpose Soft Paste White-lead (100 lbs.)	3 1/4 gals.	0	(100 lbs.)	3 1/4 gals.	0
Linseed Oil	3 gals.	---	---	3 gals.	---
Turpentine	1 1/4 gals.	---	---	---	---
Drier	1/4 gal.	---	---	---	---
Total	7 gals.	7 1/2	---	6 1/4 gals.	6 1/4 10
Cost per gal. 1st Cost	---	0	Cost per gal. 2d Cost	---	0
Cost per Gallon, First Cost Paint	---	0	Cost per Gallon, Second Cost Paint	---	---
Average Cost Per Gallon, Paint for a Two-coat Job	---	0			

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22-701

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HERE'S WHAT YOU GET WHEN YOU USE DUTCH BOY

WHEN THIS COMES TO ONLY \$2.30 A GALLON



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DUTCH BOY

NLI 111581

ADVANTAGES THAT YOU GET EVERY TIME YOU USE DUTCH BOY

LOW PRICE

Paints having the covering quality, the covering power, the high spreading rate, the standard durability of "All-Dutch Boy" paint, if sold over the counter by the gallon, would cost you anywhere from \$3.00 to \$3.50 per gallon.

But, because you buy "the whole" in bulk, the final price out of the paint, ready for the brush, is surprisingly low. "All-Dutch Boy" paint is not a "cheap" paint—it is a low-priced paint.

Next time you buy paint, buy Dutch Boy and compare yourself that Quality Can Talk Price.

That's advantage Number One.

ALL-AM THIS COMES TO ONLY \$2.00 A GALLON



QUICK 'N EASY MIXING

You can forget all about "break up" when you go about mixing a batch of paint from the new kind of white-lead, Dutch Boy All-Purpose Salt Paste White-Lead needs no breaking up. (You may, of course, break a few records for speedy mixing.) It is about the same sort of paint you used years ago but it has been modernized by grinding in a small amount (2%) of pure turpentine.

The added turpentine doesn't affect the gloss on outside work but it does help to insure a good flat or eggshell finish on inside work . . . and it does save minutes, muscle and money when it comes to mixing outside or inside paint.

When you've turned out your first batch of "All-Dutch Boy" paint, using All-Purpose Salt Paste White-Lead, you'll find you've had less trouble than if you had prepared any other paint. With the new kind you get real Gallon-a-Minute Mixing.

That's advantage Number Two.



HIGH QUALITY

When painters, paint dealers or paint-buyers want to get across the idea of a really good paint job they talk about "a white-lead job." In other words, "All-Dutch Boy" paint is the standard of comparison.

Now, white-lead paint didn't earn this reputation overnight. It has earned it through generations of honest value-giving. White-lead paint was protecting American houses during George Washington's time just as it is protecting houses during these times. It must have quality to have stood that test of time.

"All-Dutch Boy" paint has quality—high quality. You know it when you use it, you feel it when you spread it, you know it when you use it over and you profit by it when your job builds your reputation.

Truly, "Good Paint's Other Name Is Dutch Boy."

That's advantage Number Three.



COMPLETE LINE

When the makers of Dutch Boy Products introduced Calumet-Oil and Liquid Drive, painters everywhere said something that sounded like "Thank, good Lord!" They realized that an "All-Dutch Boy" job was not just an idle hope but an accomplished fact.

It's a mighty comforting feeling to know that everything that goes into a batch of paint is a Dutch Boy product, a master painter's command—no middle, no expense, no uncertainty.

Dutch Boy Calumet-Oil has high drying strength and true, pure tone. They are ground fine and uniform. They are of a soft paste consistency which allows mixing with paint without powdering.

Dutch Boy Liquid Drive, too, is a high-grade article. It is especially made for use in white-lead paint—properly balanced, uniformly strong and easily handled.

Dutch Boy White-Lead, Dutch Boy Liquid Oil, Dutch Boy Flatting Oil, Dutch Boy Wall Primer, Dutch Boy Calumet-Oil and Dutch Boy Liquid Drive — complete Dutch Boy line.

That's advantage Number Four.



Always on package for CALUMET-OIL 4% oil, for LIQUID DRIVE 4% oil.

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