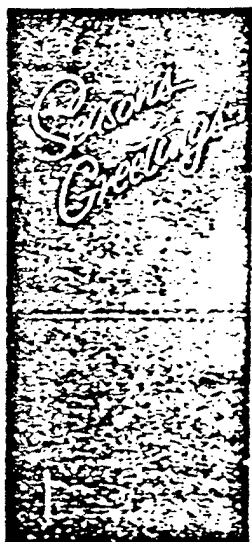


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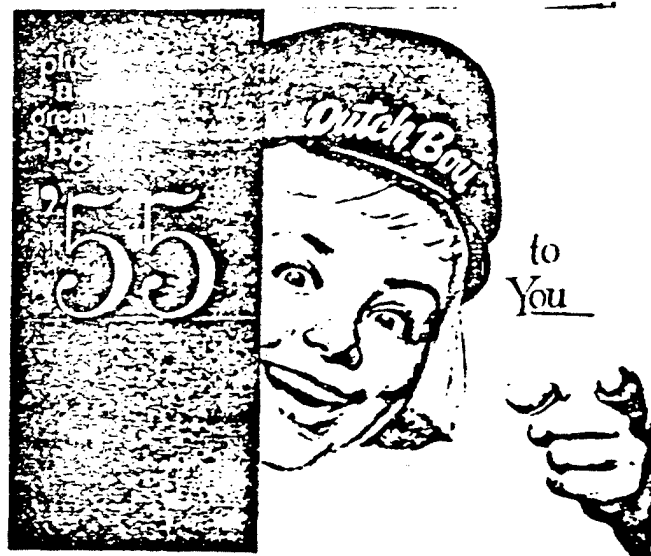
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HOW TO USE "DUTCH BOY" CONCRETE FLOOR PAINT

Preparation of Surface:

The surface to be painted must be clean and dry. Remove all dirt, oil, grease or wax before painting. Struggling the floor with an alkaline cleaner is recommended. Washing with solvents is not always effective as it may cause oil and grease to penetrate further into the concrete.

When new concrete is to be painted, it must be cured for at least 28 days. If new concrete has been treated with a hardener, or if old unpainted concrete has been worn smooth, then surface may be too smooth, dense and hard that paint may not adhere properly. Treat such surfaces by etching the concrete before painting. This may be done by using dilute solutions of acids, such as HCl, muriatic acid solution or by sprinkling "San Finish" (about 1 lb. to 50 sq. ft.) on the thoroughly wetted surface. Be sure to use proper precautions - these solutions are corrosive. Wear rubber gloves to protect hands, and wear rubber on shoes. After etching the surface, rinse it thoroughly and be sure it is completely dry before painting.

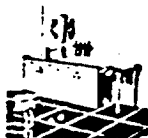
The previously painted concrete, scrape and remove all loose and scaling paint. Spalled bare concrete must require etching.

Priming and Undercoating:

New or unpainted surfaces, or previously painted surfaces that are badly scratched or in poor condition, should be primed with one coat of "Dutch Boy" Concrete Floor Paint followed with two successive coats. One quart per gallon of paint. When this coat is dry, straighten floor with one coat of paint without thinning.

Finish Coat:

"Dutch Boy" Concrete Floor Paint is ready to use as a finish coat. No thinning is required. If slight thinning is necessary, use only pure turpentine or small amounts.



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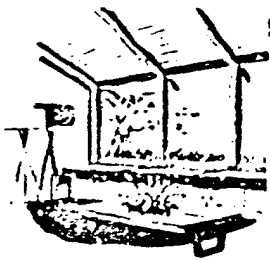
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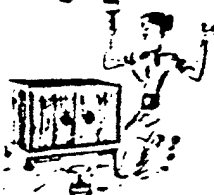
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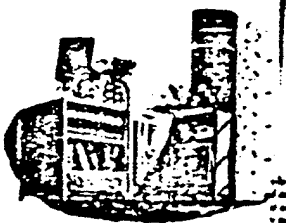
184



The Craftsman's finish
for furniture... floors...
paneling



"Dutch Boy" Oil Wood Stain
is ideal for use on unfinished
wood, hard or soft. The clear, true
tones of these stains emphasize
the grain markings and bring out
the full natural beauty of the
wood. At the same time, this stain
will even up the color of the wood
and, if desired, change the color
to simulate that of another wood,
particularly the more expensive
varieties such as mahogany and
walnut.



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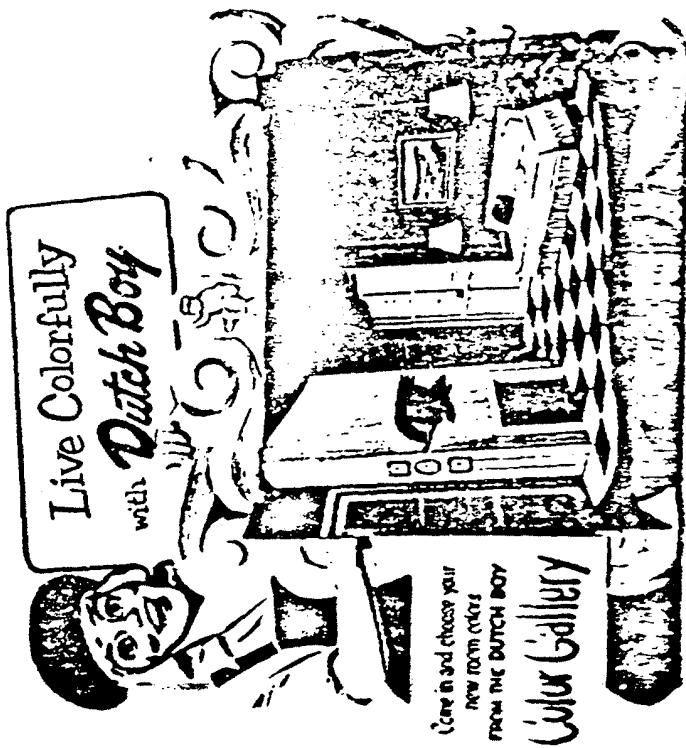
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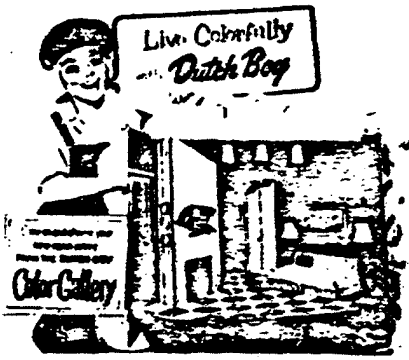


Dutch Boy
The Finest in
LINSEED OIL
For Home Paint



Dutch Boy
The Finest in
LINSEED OIL
For Home Paint

SALES-SPARKING SPRING WINDOW DISPLAY
...featuring the **COLOR GALLERY**



SEAS DAY AND NIGHT!
An effective 24-hour advertisement for your window. Its outstanding details include actual built-in depth plus window toward lighting in ceiling. Third-dimensional room scene is sure to attract attention. Available to every all dealers with the Color Gallery.



Color Gallery

A new window for the "color gallery" scene is available this year to add color and greater public appeal to your display.

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Dutch Boy
REG. U.S. & TRADE MARK
SATIN EGGSHELL
Odorless Type Nalkyd Enamel



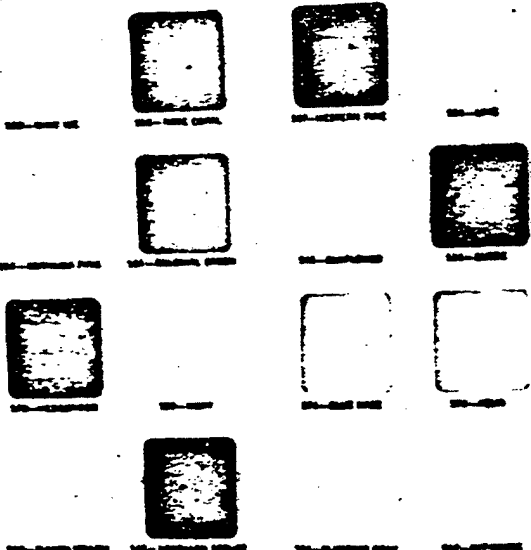
*Beautiful,
washable,
Semi-gloss
colors
for
interiors!*

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144 150 156 162 168 174 180 186

READY-MIXED COLORS—READY TO USE

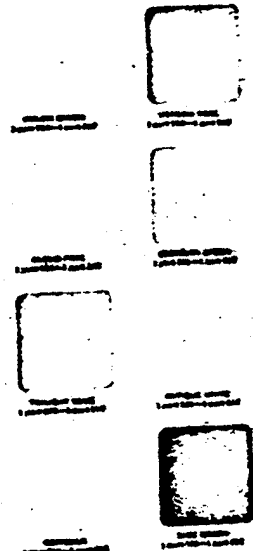


Dutch Boy

For maximum color fastness Dutch Boy has been specially formulated with extra color fast pigments. This means that your colors will stay bright and clear for years to come. And they'll add the most popular color and a rich, deep tone to your wall.

Choose from an extensive line of colors. Dutch Boy is available in the colors "Dutch Boy" brand. Choose from the colors "Dutch Boy" brand. Choose from the colors "Dutch Boy" brand.

COMBINATIONS OF READY-MIXED COLORS



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Dutch Boy

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COMBINATIONS OF READY-MIXED COLORS AND FLU-OFF-WHITE



1-READY TO USE

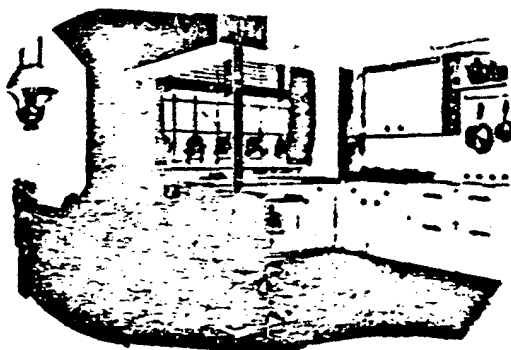
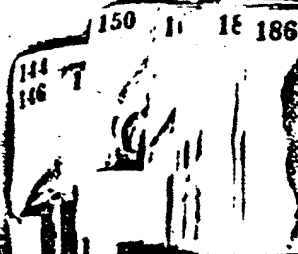


Also comes in 6120-WW572

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7-19-57

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For Beauty that's easy to keep beautiful!

Ever want to give and keep the glow of beauty in with "Beach Boy" Satin Eggshell Enamel? It does in a smooth, hard finish that doesn't chip or peel. You can wash

it over and over...the beautiful color and lustre will continue to snap back. Why not choose your family's favorite color right now...start "color-blasting" today!

Facts about Beach Boy SATIN EGGSHELL

What it is

"Beach Boy" Satin Eggshell, a modern Midway finish, is made of a special type of enamel. Made from Midway's special enamel, this Eggshell produces a smooth finish with a rich, warm, lustre. It comes in the same beautiful colors as our "Beach Boy" Enamel - the modern Midway finish.

What it will do for you

Satin Eggshell is designed to provide beauty and protect the way you. It is wonderfully easy to apply with brush or roller. Since it is so durable, it is ideal for painting large surfaces. It dries smooth and hard in a uniform, lasting finish which is well-suited for weathering and time. It withstands repeated washing, even scrubbing. This makes it easy to keep surfaces new-looking, clean and attractive.

Where to use it

Satin Eggshell is suitable for use on interior walls, woodwork and metal trim surfaces. Recommended for use on interior surfaces where maintenance and frequent washing are factors, as in kitchens, bathrooms, and playrooms. And for use on interior ceilings, doors, windows, woodwork and trim, for easy maintenance in washing and wear. Your dealer will recommend the correct "Beach Boy" primer or undercoat, where needed.

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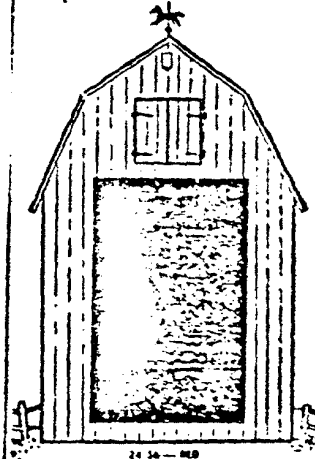
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BARN PAINT



24 36 — RED

... a long-lasting, quality
paint for exterior surfaces
of wood and metal.



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REQUISITION

Dutch Boy WINDOW VALANCE

DEALER'S NAME _____ DATE _____
ADDRESS _____ SALESMAN _____
BRANCH _____

NUMBER OF WINDOWS _____
TOTAL LENGTH IN FEET _____
PREFERRED DATE FOR INSTALLATION (IF ANY) _____
NAME ONE FREE CHOICE _____

TO BE FILLED IN BY INSTALLER

TOTAL FEET INSTALLED _____
TOTAL FEET SCRAPED _____
DATE INSTALLED _____
INSTALLER _____

THE ABOVE WORK HAS BEEN DONE TO MY COMPLETE
SATISFACTION WITHOUT DAMAGE TO OTHER PROPERTY

INSTRUCTIONS

SALESMAN FILLS OUT ONE REQUISITION
AND FORWARDS TO BRANCH OFFICE.
IF APPROVED, MANAGER FILLS OUT
FOUR COPIES AND FORWARDS ONE
FOUR TO ADVERTISING DEPT., 111
BROADWAY, NEW YORK 6, N.Y.

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(_____ 19____)
Please be advised that shipment was made to you
as follows on _____ via _____
from _____

Contents & Quantity	Material, Kind and Marking of Packages	Total Weight of Shipment

(Shipper)

ACKNOWLEDGMENT

The above quantity of material was received in good condition

on _____ 19____

(Signed) _____

PLEASE RETURN THIS ACKNOWLEDGMENT PROMPTLY TO:
NATIONAL LEAD COMPANY, ROOM 1815, 111 BROADWAY, NEW YORK 6, N. Y.

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BLATCHFORD PLATE BACKING SHEET

*A precision rolled type-metal backing
for mounting original plates to print
on Blatchford "Honeycomb" base*



B. W. BLATCHFORD COMPANY
Branch of National Lead Company
273 Broadway • New York 6, N. Y.
Phone: WEsterman 3-2016

*This leaflet is one of a series of 20 M-reports printed from
original plates on Blatchford Honeycomb base. The
originals were built up previously to avoid with the
distortion given herein.*

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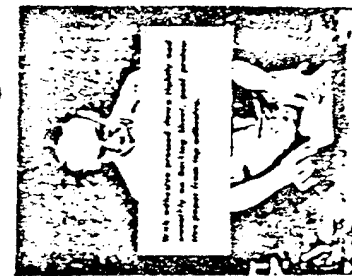
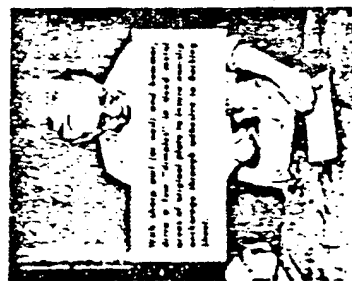
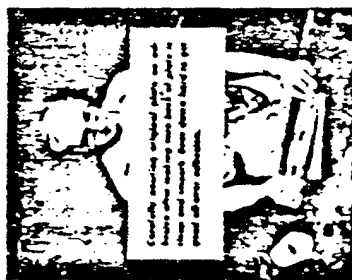
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MEMO

Here's the Quick, Easy, Low Cost Way to "Mount" Originals



Mounts equipped with BLATCHFORD

the original Mounting Base

For other "patent" plate mounting systems use your pocket calculator. Savings that go hand in hand with efficient look-up of plates.

You can get better results with our plate that's going to the other side - and keep your reputation for typographic perfection - all based on time.

Simple, plain, basic, original, unique, new, or subtle - in all cases where the plate runs there are accurate characteristics.

Mount your originals on

BLATCHFORD PLATE MOUNTING BASE
easily, quickly, economically

In almost any office where there is a lot of work to be done up your original look-up base is a real asset. It's the proper gauge for look-up on Blatchford Mounting Base - the original plate mounting system. You find it in a variety of sizes, in a variety of mounting, with pressure applied to hand plate when type work is set.

Here's the way it works out	Plate size
Plate Mounting Base	10" x 12"
Plate Mounting Base (with pressure)	10" x 12"
Original Plate	10" x 12"
Mounted Look-up Plate (about 11 points)	13" x 15"

Blatchford Plate Mounting Base is divided in the 10" x 12" standard gauge but special thicknesses may be obtained on order. It is regularly supplied in sheets 10" x 24" which up to 24" x 36" can be furnished, however.

Mounts are built equipped and packed to suit the size of the plate and in the same way as built, suitable conditions in which there is one of the following:

When a person uses the Blatchford Mounting Base, the mounting plate, using a type made of rubber, which is used over and over again. It can be returned to the supplier along with other type used in the same for credit on new stock or new model.

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