

(ADVERTISEMENTS
FOR
1930)

N17380

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No one knows paint like a painter

WHEN 8 painters out of every 10—men who know paint from mixing to brushing—use Dutch Boy White Lead, it must mean two things: Dutch Boy White Lead makes a superior paint; and the dealer who handles it is assured a substantial Dutch Boy business year in and year out.

Dutch Boy White Lead, obtainable both in heavy paste and soft paste form, is pure white lead. Comes in 100 pound steel kegs, 50, 25, 12½ pound steel pails. As a guarantee of purity, the Dutch Boy trade mark is on every keg.

NATIONAL LEAD COMPANY

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Painter + decorator + much

American Paint & Oil Co. March 14
Western Paint Refining Co. March 15
Hardware Age March 27
Hardware Review March
Building Supply News March 21

NLI 001498



The Public is "Lead-Conscious"

All intelligent paint buyers recognize white lead as the measure of paint value. For generations, from father to son, this belief—based on countless examples of white lead's long, economical surface protection—has been passed along. Why not cash in on this "lead consciousness"? Make it known that yours is a paint with a high lead content. Help your dealers reduce sales resistance—for quicker, easier profits.



NATIONAL LEAD COMPANY

New York, 111 Broadway, Buffalo, 116 Oak Street, Chicago, 501 West 10th Street, Cincinnati, 619 Freeman Avenue, Cleveland, 829 West Superior Avenue, St. Louis, 722 Chestnut Street, San Francisco, 23 Montgomery Street, Boston, National Boston Lead Co., 800 Albany Street, Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue, Philadelphia, John F. Lewis & Bros. Co., Wolcott Building

N L P01502

American Paints and Varnishes Co. Inc. 100 N. 1st St. Phila. Pa.
Paint Salesmen Rev. - per

White Lead, Heavy Paste and Soft Paste, Red Lead, Dry, in Oil, Liquid, Linseed Oil, Raw and Refined, Flattening Oil, Wall Primer

White Lead for General Painting



Wall Primer

White lead is the most important of all pigments. It is the basis of all white paints. It is the only pigment that is completely white. It is the only pigment that is completely opaque. It is the only pigment that is completely durable. It is the only pigment that is completely safe. It is the only pigment that is completely cheap. It is the only pigment that is completely easy to use. It is the only pigment that is completely perfect.

Our Dutch Boy white lead is guaranteed to be pure white lead ground in pure linseed oil. It is obtainable in the regular or heavy paste form and also in soft paste form. The soft paste, known as Dutch Boy soft paste white lead, contains three quarters of a gallon more oil in the 100 pounds of paste than does the heavy paste. This makes it softer or easier to thin, saving the user time and labor in mixing. Both the heavy paste and the soft paste are sold in 100 pound steel kegs and 50, 25 and 12 1/2 pound steel pails. Dutch Boy linseed oil is pure, clear, carefully filtered and well settled. Sold in 1 and 5 gallon sealed cans bearing the Dutch Boy trademark. Our linseed oil is also obtainable in half barrels and barrels.

Flat Finishes for Interiors

Most inside painting today is done in either flat or eggshell gloss finishes such as are obtainable by reducing heavy paste white lead to brushing consistency with Dutch Boy flattening oil.

When white lead is thinned with flattening oil an interior paint results which possesses many points of excellence. It has good working and hiding qualities. It is easy to apply. It levels itself nicely leaving no brush marks. It sets slowly so that large areas can be worked without risk of laps or joints.

Some of the finest interior decorating jobs in the country have been done with white lead and flattening oil paint. The beauty and charm of the finish it gives, the all-around economy of this paint and its thorough washability recommend it for all types of interior work—plain wall brushes, mottled, figured and textured effects, the tiffany, etc. The washability of a white lead and flattening oil finish is a point that should not be overlooked. This paint can be washed without injury not only a few months after it is applied but throughout its life. Its pigment, white lead, is insoluble in water and remains without changing chemically under normal exposure indoors. Thus there is no light streaking due to washing off of some of the pigment. Dutch Boy flattening oil is sold in quart, gallon and 5 gallon cans sealed at the spout.

Dutch Boy wall primer is a paint made with a special formula. It is the only wall primer that is completely white. It is the only wall primer that is completely opaque. It is the only wall primer that is completely durable. It is the only wall primer that is completely safe. It is the only wall primer that is completely cheap. It is the only wall primer that is completely easy to use. It is the only wall primer that is completely perfect.

Dutch Boy wall primer brushes easily as it comes from the can and has a normal spreading rate of 800 square feet per gallon on smooth plaster surfaces. The ease in brushing and extremely high spreading rate of Dutch Boy wall primer effect a real economy on every job. Furthermore, the primer, because of its fine flowing and leveling qualities, leaves no laps, brush marks or other mechanical blemishes. Sold in five-gallon, gallon and half-gallon cans.

Red Lead for Metal

Pure white lead, properly thinned to suit the special conditions under which the paint is to be used, gives the best protection for wood and other building materials except metal. When it comes to the painting of metal, white lead (though good for the purpose) must yield first place to pure red lead.

The chief requirements of a protective coating for metal are that it should have the ability to stick firmly to metal and that it should keep moisture which, combined with air, forms rust, from getting through. The paint must also be able to resist the destructive action of atmospheric gases, acid from the surface oil, and salt spray near the sea coast. Paint made of pure red lead meets these requirements. It is insoluble in water, unaffected by ordinary atmospheric gases, adheres closely to metal, and is a true rust preventive.

A great advance in the quality of red lead was made when Dutch Boy red lead was perfected. It is a more highly oxidized product than old style dry red lead and is sold in paste form, ready for use after the addition of more linseed oil. Its exceptionally high true red lead content and the fineness of its pigment particles insure a paint of excellent brushing qualities, good coverage and extreme durability. Sold in 100 pound steel kegs and 50, 25 and 12 1/2 pound steel pails.

The same highly oxidized red lead can also be had in liquid form. The liquid product is called Dutch Boy liquid red lead and is ready for use. It comes in natural red lead color, light and dark brown, light and dark green, and black. Sold in 1 gallon cans and 2 1/2 gallon kegs.

We also make dry red lead of the highest grade.

FOR FORMULAS SEE NEXT PAGE

Standard Specifications - 1930-31

A. I. A. FILE No. 28

white paint on wall (heavy paste)

7 gal
1 gal

white lead (heavy paste) 100 lb
linseed oil 7 gal
or
if linseed oil cannot be obtained, 7 gal raw linseed oil with 1 lb of turpentine and 1 lb of kerosene may be used instead, and will in most cases give satisfactory results. It is much cheaper, however, and will obscure trouble when used. It is also good in the plaster and prevents cracking. Second coat should be mixed according to formula B. For the finishing coat according to formula C or D. If an eggshell finish is wanted, the paint for the first coat should be mixed according to formula D. For the finishing coat according to formula E. Three coats of paint mixed and applied as directed for exterior and interior metal work.

new specimen of

Chinese or Prussian blue
Lampblack-iron
Pure turpentine

Pure drier

If liquid red lead is to be used, specify Dutch Boy liquid red lead according to the finishing color desired, that is No. 8-light green, No. 9-dark green or No. 5-black.

Printed Specifications Furnished—To any architect who desires, we will supply specification pamphlets containing full and complete directions for the proper use of white lead in the painting of woodwork, plaster, brick, masonry, concrete and stucco, and of red lead in the painting of metal.

Write our nearest branch office for "Standard Specification for the use of White Lead" or "Standard Specification for the use of Red Lead."

1. NATIONAL LEAD COMPANY
52
75 gal

NATIONAL LEAD COMPANY

111 Broadway
New York City
114 Oak Street
New York City
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620 West Superior Avenue
723 Chestnut Street
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216 Fourth Avenue

NATIONAL LEAD COMPANY

001504

DUTCH BOY PAINT MATERIALS—Continued

Formulas

The following white lead formulas take no account of tinting materials. 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 should be increased in amount equal to one-half the weight of the tinting material.

It will be noted that the formulas for painting exterior wood are on the basis of Dutch Boy soft paste white lead as well as heavy paste white lead. For flat effects inside, the heavy paste is to be preferred as the higher oil content of the soft paste will give more of a sheen to surfaces painted with it.

(1) **New Woodwork Outside**—Three coats of paint, mixed as follows, are recommended for new unpainted woodwork outside.

	1st Prime Coat	2nd Second Coat
Dutch Boy white lead	100 lb	100 lb
Pure raw linseed oil	4 gal	2 gal
Pure turpentine	2 gal	1 gal
Pure drier	1 pt	1 pt

	Heavy Paste	Soft Paste
Dutch Boy white lead	100 lb	100 lb
Pure raw linseed oil	3 to 4 gal	2 1/2 to 3 1/2 gal
Pure turpentine	1 pt	1 pt
Pure drier	1 pt	1 pt

(2) **Old Woodwork Outside**—Two coats of paint as follows are recommended for repainting old woodwork outside.

	1st Prime Coat	2nd Second Coat
Dutch Boy white lead	100 lb	100 lb
Pure raw linseed oil	2 gal	1 1/2 gal
Pure turpentine	2 gal	1 pt
Pure drier	1 pt	1 pt

(3) **New Woodwork Inside**—Three coats of paint, mixed as follows, shall be applied to new unpainted woodwork inside.

	1st Prime Coat	2nd Second Coat
Dutch Boy white lead (Heavy Paste)	100 lb	100 lb
Dutch Boy fatting oil	3 gal	2 to 2 1/2 gal
Pure raw linseed oil	3 gal	None
Pure drier	1 pt	None

	1st Prime Coat	2nd Second Coat
Dutch Boy white lead (Heavy Paste)	100 lb	100 lb
Dutch Boy fatting oil	2 to 2 1/2 gal	1 1/2 to 2 gal
Pure raw linseed oil	None	3/4 gal

(4) **Old Woodwork Inside**—Two coats of paint are recommended for repainting woodwork inside. For a flat finish, the paint for the first and second coats should be mixed according to formula B in paragraph 3. For an eggshell gloss finish, the paint for the first coat should be mixed according to formula B in paragraph 3 and for the finishing coat according to formula D.

(5) **Plaster Walls**—Three coats of paint are recommended for plaster which has never before been painted. The priming coat should be Dutch Boy wall primer or the following:

Dutch Boy white lead (Heavy Paste)	100 lb
Pure turpentine	7 gal
Pure linseed oil	1 gal

NOTE: If linseed oil cannot be obtained, 7 gal raw linseed oil with 1 pt drier may be used instead, and will in most cases give satisfactory results. Linseed oil is much superior, however, and will obviate trouble when conditions are difficult. It seals pores in the plaster and prevents cracking.

The paint for the second coat should be mixed according to formula B in paragraph 3 and for the finishing coat according to formula C if a flat finish is desired. If an eggshell finish is wanted, the paint for the finishing coat should be mixed according to formula D.

(6) **Metal Work, Exterior and Interior**—Three coats of paint, mixed as follows, are recommended for exterior and interior metal work:

Dutch Boy red lead-in-oil	100 lb
Raw linseed oil	2 1/2 gal
Lampblack-in-oil	None
Pure turpentine	1 pt
Pure drier	1 pt

Pure dry red lead	100 lb
Raw linseed oil	2 1/2 gal
Lampblack-in-oil	None
Pure turpentine	1 pt
Pure drier	1 pt

Dutch Boy red lead-in-oil	100 lb
Raw linseed oil	2 1/2 gal
Lampblack-in-oil	None
Pure turpentine	1 pt
Pure drier	1 pt

Pure dry red lead	100 lb
Raw linseed oil	2 1/2 gal
Lampblack-in-oil	None
Pure turpentine	1 pt
Pure drier	1 pt

NOTE: If genuine boiled linseed oil is available, use one-third boiled and two-thirds raw oil, omitting drier.

If liquid red lead is to be used, specify Dutch Boy liquid red lead No. 1 (natural red lead color) for first coat, Dutch Boy liquid red lead No. 6 (light brown) for second coat and Dutch Boy liquid red lead No. 7 (dark brown) for third coat.

Where a dark color other than brown is desired for the finishing coat, one of the following formulas should be used according to the color desired:

	Light Green	Dark Green
Dutch Boy red lead-in-oil	100 lb	100 lb
Raw linseed oil	4 1/2 gal	4 gal
Medium chrome yellow	30 lb	12 1/2 lb
Chinese or Prussian blue	12 lb	7 1/2 lb
Pure turpentine	1 pt	2 pt
Pure drier	1 pt	2 pt

Dutch Boy red lead-in-oil	100 lb
Raw linseed oil	14 gal
Chinese or Prussian blue	16 lb
Lampblack-in-oil	32 lb
Pure turpentine	1/2 gal
Pure drier	1/2 gal

If liquid red lead is to be used, specify Dutch Boy liquid red lead according to the finishing color desired, that is, No. 8-light green, No. 9-dark green or No. 5-black.

Printed Specifications Furnished—To any architect who desires we will supply specification pamphlets containing full and complete directions for the proper use of white lead in the painting of woodwork, plaster, brick, stone, concrete and stucco, and of red lead in the painting of metal. Write our nearest branch office for "Standard Specification for the use of White Lead" or "Standard Specification for the use of Red Lead."

A. I. A. FILE No. 25

NATIONAL LEAD COMPANY

NEW YORK
EDITION National-Lead Co.
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111 Broadway
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114 Oak Street
400 West 12th Street
Wabash Building

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COMPANY

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TITANOX-B is especially valuable in producing the varnish types of paints—for both exterior and interior use. Due to its remarkable hiding power, lower pigment volume is required. Excellent results are obtained by using moderate amounts of TITANOX-B.

When used in enamels, for instance, TITANOX-B promotes better brushing properties, free flow and greater elasticity. Paints containing TITANOX-B possess greater value—have greater hiding power per dollar of cost.

Recent price reductions make TITANOX-B particularly economical. Write our nearest branch for further information.



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