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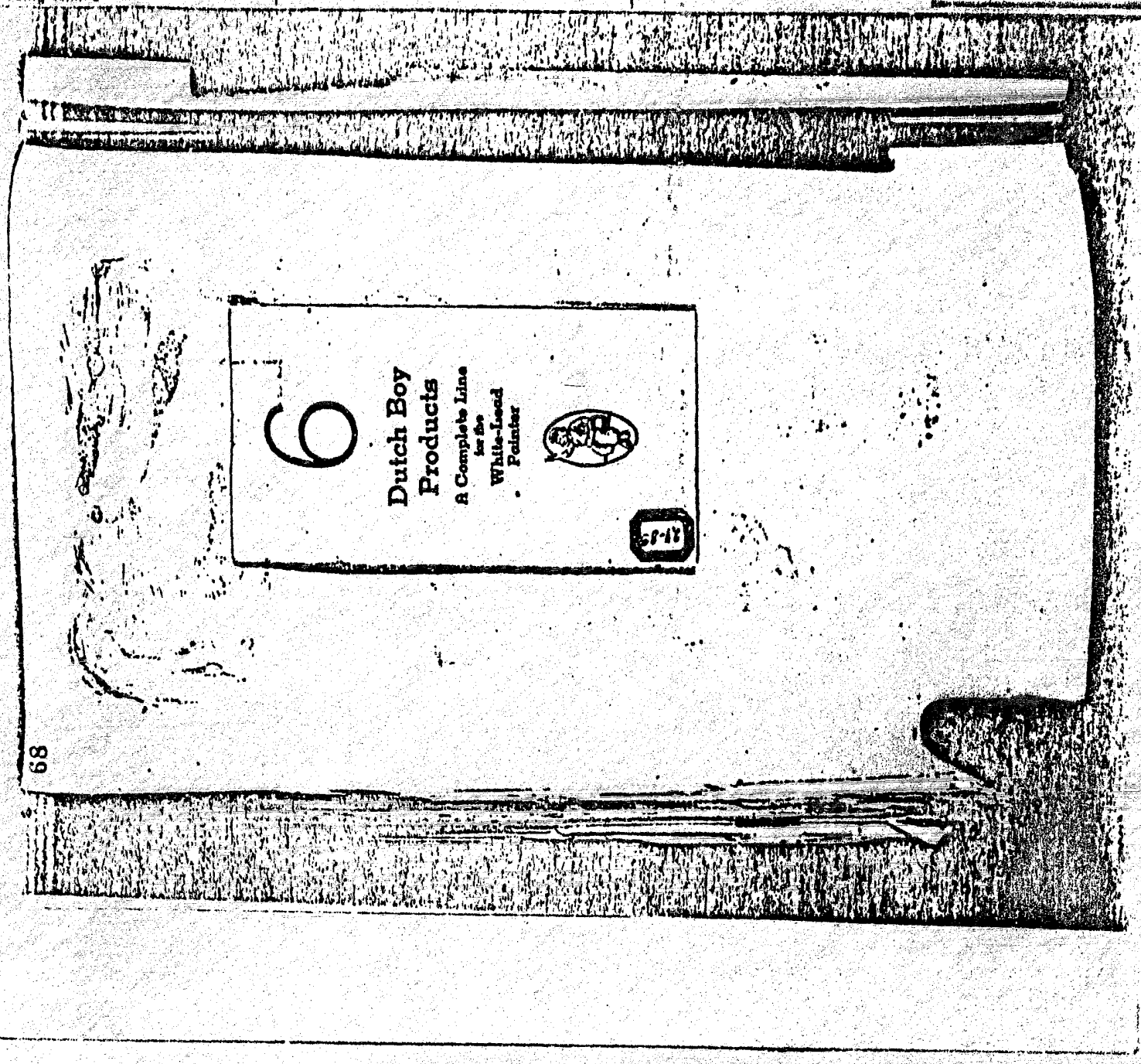

DUTCH BOY



For the First Time

an All-Purpose soft paste

. . . a new and improved Dutch Boy soft paste white lead that will produce a perfect inside flat as well as a durable outside gloss. Extra grinding by a special milling process, during which a small amount of paste turpentine is added, is the reason why:

IT'S AN ALL-PURPOSE LEAD . . .
It can be used equally well for inside flat or outside gloss paste. No more need to keep two kinds of paste.

IT'S SMOOTHER . . .
Extra grinding gives this white-lead a new smoothness. It makes a paint that's easy brushing and fine-spreading.

IT THINS EASIER AND QUICKER . . .
The "sweet" softness of this new paste reduces still further the time and effort of mixing. It is ready for the brush to the thinner.

IT GIVES WHITER WHITES AND CLEARER TINTS . . .
The new paste is even whiter than the old soft paste. The thinner is sensitive the minute you open a bag.

Carter 'll have Lead also sold in this new form.

DUTCH BOY



The Sealed Can Protects You

ONLY the finest of selected oil is put in these attractive black and yellow lithographed cans. Then, every can is sealed at the factory to make sure that you receive nothing but Dutch Boy Linseed Oil—as pure as any oil you can buy . . . clear . . . carefully filtered . . . well-settled.

AS A PAINTER

you have a reputation for good painting to uphold. Safeguard this reputation by mixing your white-lead with Dutch Boy Linseed Oil. Then, you can be absolutely sure of high quality, and, in addition, you will be using a linseed oil particularly made for mixing with Dutch Boy white-lead. Here is a combination that will back up your skill on any job.

Dutch Boy Linseed Oil, in its handy one and five-gallon sealed cans gives you convenience and your customers confidence. Its exceptionally good drying qualities will help you say good-bye to oil troubles. Dutch Boy Linseed Oil is good insurance on any job. Comes either raw or boiled.

DUTCH BOY



A Modern Primer for All Porous Surfaces

DUTCH BOY Wall Primer meets every requirement of an ideal sealer and paint coat combined. It is designed for the white-lead painter to enable him to produce a quality job under today's conditions.

THIS EFFICIENT PRIMER—

1. Works easily under the brush—keeps labor costs low.
2. Seals ALL porous surfaces effectively and completely.
3. Hides even the darkest surfaces with a solid coat.
4. Spreads 1000 square feet per gallon on smooth plaster—real economy.
5. Penetrates the surface sufficiently to prevent later flaking or peeling.
6. Requires no special thinners, special colors or special containers.

DUTCH BOY



For Better Interior Painting

DUTCH BOY Flatting Oil is a skillfully blended flatting liquid for use with Dutch Boy white-lead to produce flat and semi-flat paint for modern interior painting and a finish that is sanitary, washable, durable, beautiful and economical.

White-lead and flatting oil paint sets up slowly enough for the painter to work fairly large stretches without worry about catching laps. It brushes on easily, hides the surface well, levels up before setting, leaves no unsightly brush marks. It is the ideal flat paint for use over Dutch Boy Wall Primer.

Dutch Boy Flatting Oil is also a perfect glazing liquid as well as a blending liquid for tiffany effects. Use it for bronzing, for enamel undercoatings, for plastic paint, for thinning stencil paint. Many painters use it too, in place of volatile thinners in their outside paint, finding that it improves the working and brushing qualities of their paint.

Get acquainted with this versatile Dutch Boy product.

WHITE-LEAD | **LINSEED OIL** | **WALL PRIMER** | **FLATTING OIL**

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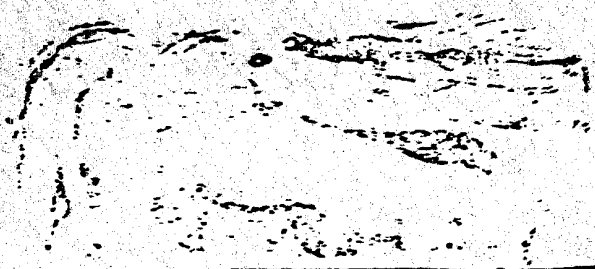


DUTCH BOY



A NEW PAINTER'S PRODUCT

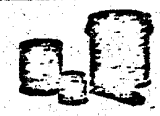
THIS latest addition to the Dutch Boy family of painters' products is just one more proof that we accept our responsibility to the white-lead painters of the country. Under today's conditions and with today's materials, pure drier is a very important necessity to most painters. Realizing this, we experimented and tested until we developed a painter's drier that measures up to the Dutch Boy standard of quality.

You can use this drier with your Dutch Boy white-lead and Dutch Boy linseed oil—in perfect safety. It is an unusually strong drier of the best known composition—properly balanced to bring about efficient drying of the paint—always uniform in strength. It will not curdle or "burn" the paint.

In brief, it is a Dutch Boy product in every sense of the word, measuring up to the high standard of reliability and purity that goes with every material bearing the Dutch Boy trademark.

LIQUID DRIER

DUTCH BOY



THESE NEW COLORS

are especially designed for use in tinting paint made with Dutch Boy white-lead. Under the Dutch Boy name they bring you high tinting strength, ideal consistency and true color tone.

HIGH TINTING STRENGTH
Quality materials, extremely fine grinding, extra milling to insure complete "wetting", are reasons for the uniformly high tinting strength of all Dutch Boy Colors in Oil.

NEW CONSISTENCY
A short, "buttery" paste that mixes quickly and thoroughly into your paint describes the ideal consistency of these colors. Use them just as they come in the can. No thinning. No lumping. No stretching.

TRUE COLOR TONE
Every care is exercised to constantly maintain Dutch Boy Colors in Oil as the standard of what true color tone should be. This means clean, pure tints in your white-lead paint.

COLORS IN OIL

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STRENGTH

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