

NL Ads. in 6
Modern Hospital
1933-1934

DUTCH BOY ROUNDS OUT THE LINE!

3 new products so that now you can get Dutch Boy QUALITY throughout!

● Three new products, including an improved soft-paste white-lead, now make it easy to insure Dutch Boy quality throughout on every white-lead painting job. By rounding out this famous family, these products enable you to obtain beautiful and durable finishes, either interior or exterior, that are "Dutch Boy" even to colors-in-oil and drier.

Dutch Boy ALL-PURPOSE Soft Paste White-Lead is the first of these improved paint products. It is a rapid-mixing soft-paste which can be used for inside or outside work with equal ease and success. Mixed with linseed oil, it gives a durable exterior gloss finish—the kind that Dutch Boy is noted for. With flattening oil, it produces a fine, washable inside flat finish, without a vestige of "flashes" or shiny spots.

Dutch Boy Colors-in-Oil comes next. This is a line of best quality oil colors specially developed for tinting white-lead paint. These colors have strong tinting power and are absolutely accurate in color tone. They disperse into the paint quickly without streaking because they are made in a "short," buttery paste form.

Dutch Boy Liquid Drier is the third of these newcomers. This is a paint drier that is properly "balanced"...a drier of uniform quality and strength, made up of just the right ingredients. You can depend upon it to give characteristic Dutch Boy performance.

These three products, together with their older Dutch Boy companions listed on this page, greatly simplify your task of buying highest quality paint materials. Standardize on Dutch Boy Products for both interior and exterior surfaces—and insure beautiful, durable finishes that cut repainting and maintenance costs to a minimum.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Pa., 316 4th Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia



Other Members of the Dutch Boy Family of Paint Products



DUTCH BOY LINSEED OIL. Pure, clear, well-settled linseed oil. Either raw or boiled. Sold in 1 and 5 gallon sealed containers. Only the best of selected oil is sold in these sealed cans.

DUTCH BOY FLATTING OIL. A carefully blended flattening liquid for use with white-lead to produce both flat and semi-flat paint for modern interior painting. Gives a finish which is sanitary, washable, durable, beautiful and economical. For use also as a blending, glazing and bronzing liquid. Sold in quart, gallon and five-gallon sealed containers.

DUTCH BOY WALL PRIMER. A special primer developed for use in white-lead painting. Stops suction, seals fire cracks and, at same time, serves as first coat. Possesses exceptional hiding power. Forms a tightly adhering foundation for succeeding coats of white-lead. Works equally well on all interior surfaces—plaster, wallboard, insulating board, brick, concrete. Sold in half-gallon and one-gallon cans, 5-gallon kits and 30-gallon barrels.

DUTCH BOY RED-LEAD. Available in two forms—paste and liquid. The standard paint for iron and steel. Paste is sold in natural orange-red (12½, 25, 50 and 100 lb. kegs) and can be shaded to dark colors for finishing coats. The liquid (gallon cans and 2½ gallon kegs) comes in orange-red, two shades each of brown and green; also in black.



PAINT...*the* GREAT MODERNIZER

FOR EVERY TYPE OF SURFACE



The easiest way to
RENOVATE
is to
REDECORATE

RENOVATING sweeps the country. Property owners knock down, tear out and reconstruct . . . give old exteriors new faces and shabby interiors a new deal.

But the greatest modernizer of all is paint. No matter what the job, paint usually completes the picture. Often it's the easiest and quickest way to bring buildings and other properties thoroughly up-to-date.

And when you use

Dutch Boy, it's a way that's certain to be the most economical.

Figure your costs when the paint is fresh or figure them after it's been on for years—and each time you'll find Dutch Boy is low.

First cost is low because Dutch Boy is so easy to prepare, so easy to brush on and has such exceptionally high coverage.

Final cost is low because Dutch Boy lasts so long.

Exterior paint made with Dutch Boy white-lead resists the weather. It does not crack and scale, but wears down stubbornly by gradual chalking leaving a smooth, unbroken surface for repainting.

Interior paint made with Dutch Boy is not only pleasing in appearance, as everybody knows, but also durable and stable. It stands up under repeated washing.

So when you modernize, change your surfaces with Dutch Boy . . . for convenience, for permanence, and for economy.



LINSEED OIL — FLATTING OIL — LIQUID DRIER — WALL PRIMER — COLORS IN OIL



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