

DUTCH BOY WHITE-LEAD

(Heavy Paste and All-Purpose Soft Paste)



DUTCH Boy heavy paste white-lead is strictly pure carbonate of lead ground in linseed oil to form a paste which mixes readily with linseed oil for outside paint and with lead mixing oil or turpentine for flat or eggshell wall paint. Heavy paste white-lead contains 91% pure carbonate of lead and 9% pure refined linseed oil.

Dutch Boy all-purpose soft paste white-lead is strictly pure carbonate of lead ground in linseed oil and then re-ground in turpentine to form a soft paste which mixes quickly and easily with linseed oil for outside paint and with lead mixing oil or turpentine for flat or eggshell wall paint. All-purpose soft paste white-lead contains 89% pure carbonate of lead, 9% pure refined linseed oil and 2% pure turpentine.

Dutch Boy white-lead is virtually concentrated paint. It is easy to thin, tint and spread. It is often called "the Painter's Friend" because painters prefer to mix their paint to suit the needs of each individual job, both as to the type of paint required and the color wanted by the customer.

Dutch Boy white-lead paint, properly mixed and applied to a surface fit to receive it, may be depended upon to last long and look well and to wear down stubbornly, giving a perfect re-painting surface when repainting eventually becomes necessary.

Dutch Boy white-lead is marketed in steel packages in the following sizes: 100 lb. kegs, 50, 25 and 12½ lb. steel pails. One-lb. and five-lb. friction top cans are also available for glass, metal, etc.



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Mixing Directions

Dutch Boy white-lead paint for a two-coat repaint job on previously painted outside woodwork is mixed as follows:

(Note: Three formulas are based on All-Purpose Soft Paste white-lead. If Heavy Paste white-lead is used add 1 quart turpentine to amounts given.)

Materials	First Coat	Second Coat
Dutch Boy white-lead	100 lbs.	100 lbs.
Dutch Boy linseed oil	2 gals.	3 gals.
Dutch Boy liquid drier	1 pint	1 pint
Pure turpentine	1 1/2 gals.	None
Total quantity of paint	2 gals.	6 1/2 gals.
This paint will cover about	4900 sq. ft.	4375 sq. ft.

Dutch Boy white-lead paint for a three-coat job on new, unpainted outside woodwork is mixed as follows (the third coat is same as finish coat above):

Materials	First Coat	Second Coat
Dutch Boy white-lead	100 lbs.	100 lbs.
Dutch Boy linseed oil	4 gals.	11 1/2 gals.
Dutch Boy liquid drier	1 pint	1 pint
Pure turpentine	1 1/2 gals.	1 1/2 gals.
Total quantity of paint	9 gals.	6 gals.
This paint will cover about	5400 sq. ft.	4200 sq. ft.

Information on mixing, tinting and applying all types of paint coatings may be secured without charge from National Lead Company. Questions on paints and painting will be answered by the technical staff of National Lead Company Laboratory. A magazine, "The Dutch Boy Painter," will be sent to jobber's address, paint dealers and painting contractors on request.

Prices and Standards

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NLI 111971

DUTCH BOY LINSEED OIL



LINSEED OIL, put up under the Dutch Boy trade mark is pure, well-refined and reasonably free from faults. It is pressed from high-grade flaxseed and is processed in modern plants.

Dutch Boy Linseed oil is available in three types—raw linseed oil, boiled linseed oil and the newer standard type linseed oil.

Standard type linseed oil contains nothing but pure linseed oil. The oil, however, has been specially treated to give it extra "body." The name "standard" is taken from a Dutch term which identifies linseed oil that has been given the treatment which produces the extra "body." This type of oil has long been used in Holland in the making of high grade enamel.

Dutch Boy standard type linseed oil can be used in place of raw linseed oil, following regular painting practice. Under some conditions, it may require a slight increase in the proportion of turpentine for proper working qualities but in no case should enough turpentine be added to remove entirely the slight pull which a boiled oil of this kind gives to paint and which is desirable for best results. The oil contains no drier of any kind and the usual proportion of Dutch Boy liquid drier (one-third pint to a gallon of oil) should be added by the painter. This new Dutch Boy product mixes easily and rapidly with white lead. It will give improved gloss and improved leveling qualities to the paint. It is also intended to correct some of the difficulties occasionally experienced by painters due to adverse weather and surface conditions.

All Dutch Boy Linseed oil is bottled in factory sealed containers, assuring the consumer a pure product which is clean, pure and full-weight. Besides proper packaged oil because it is easily handled, there is no leakage and when not used with no more oil than the Dutch Boy trade mark.

Dutch Boy Linseed oil is sold in gallon cans (not shown) and in five gallon cans (not shown) and in five gallon cans (not shown).



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DUTCH BOY LIQUID DRIER



GIVEN sufficient time and proper atmospheric conditions almost any paint film will eventually dry hard and firm. Unfortunately time and weather are not easily controlled, so if a paint job is to be done promptly and properly, the normal drying rate of the paint must be hastened. This is accomplished by the addition of relatively small amounts of drier to the paint mixture before application.

Dutch Boy Liquid drier is a metallic type drier, containing cobalt, manganese and lead. It is scientifically compounded and properly balanced in order to insure good drying of white lead and oil paint films. Used in the recommended amounts, it will not cause the paint in the past use "burn" the paint after it is spread.

Drier should be added to all paint mixed with raw linseed oil and standard type linseed oil. Dutch Boy Liquid drier may be used in the ratio of one pint to each hundred pounds of white-lead. Under unfavorable drying conditions—cool, damp or "stirky" weather—the usual amount of drier should be increased, but, however, to exceed one quart to every hundred pounds of white-lead. It is usually advisable to add a small portion of drier to paint mixed with boiled linseed oil—about a half pint to each hundred pounds of white-lead. Drier should be added to the paint just before the paint is to be spread.

Dutch Boy Liquid drier is sold in half-pint, pint, quart and gallon cans.



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DUTCH BOY COLORS IN OIL



IN making colored paint, for either interior or exterior use, painters add certain tinting pigments to the basic white lead paint. The pigments are called colors in oil.

The makers of Dutch Boy products have learned, through 75 years of color grinding experience, the science of making colors which offer certain easily demonstrated advantages. These are:

- (1) High Tinting Strength
- (2) True Color Tint
- (3) Quick-Mixing Consistency

High tinting strength may be proven by adding a measured quantity of any Dutch Boy color to a measured quantity of white-lead paint and comparing the resulting tint with a similar quantity of paint tinted with an ordinary color. Surprisingly little Dutch Boy color is required to tint a batch of paint. Dutch Boy colors, therefore, are economical.

True color tint may be demonstrated by noting the progressive changes of depth of color produced as increasing amounts of white paint are added to a fixed amount of Dutch Boy colors. The color becomes lighter but the tint remains true to the basic tint. Extreme care in the selection of the color pigments insures a uniformly true color tint.

The quick-mixing consistency of Dutch Boy colors is a real convenience to the master painter. Tests have proven that the ideal form in which to market colors in oil is not a heavy, sticky paste nor a thin, watery liquid. Instead there is a half-way point which is a "dust" soft, buttery paste. Dutch Boy colors disappear quickly when added to white-lead paint.

The Dutch Boy line of colors in oil includes all the pigments for exterior and interior use. The colors are available in white, as well as in the various shades of the American Paint and Color Company. The colors in oil are put up in the same standard sizes as the other Dutch Boy products. The colors are also packed in one-color tins.



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THE DUTCH BOY LINE OF COLORS IN OIL

YELLOWS

*C.P. Chrome Yellow—Light
*C.P. Chrome Yellow—Medium
*C.P. Chrome Yellow—Orange
Chrome Yellow—Light
Chrome Yellow—Medium
Chrome Yellow—Orange
*French Yellow

BLUES

*C.P. Prussian (Chrome) Blue
Prussian (Chrome) Blue
*Ultramarine Blue
*Cobalt Blue

REDS

Bleeding Red
Dark Purplish Red
*Purplish Vermilion—Light
Purplish Vermilion—Dark
*Raw Red
*Raw Pink
*Venetian Red
*Venetian Red
*Venetian Red
*Venetian Red

GREENS

*C.P. Chrome Green—Light
*C.P. Chrome Green—Medium
*C.P. Chrome Green—Dark
*Chrome Green—Yellow Shade—Light
*Chrome Green—Yellow Shade—Medium
*Chrome Green—Yellow Shade—Dark
*Chrome Green—Blue Shade—Light
*Chrome Green—Blue Shade—Medium
*Chrome Green—Blue Shade—Dark
*Sap Green—Light
*Sap Green—Dark
*C.P. Chromium Oxide Green

BLACKS

*Lamp Black
*Deep Black

WHITES

*Raw White
*Raw White
*Raw White
*Raw White
*Raw White

*These colors and Flake White supplied in tubes packed six tubes, one color, in box.
Pintals 24 half pints per case; 12 quarts per case; 4 gallons per case.

Colors and Blends



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NLI 111976

DUTCH BOY WALL PRIMER



PLASTER walls must be sealed before they are painted. Otherwise the absorbent nature of the surface will rob the first paint coat of its vehicle and the second coat will dry with an uneven finish and uncertain appearance.

Dutch Boy wall primer seals all porous surfaces effectively and completely. This includes plaster, wallboard, plaster board and concrete. It hides dark, off-color surfaces with a solid coat that affords a good foundation for any type of wall finish.

Dutch Boy wall primer penetrates the surface sufficiently to give proper anchorage. Its firm adhesion provides an anchorage that helps to keep succeeding coats of paint from peeling and scaling later on.

Because it spreads easily and brushes out nicely, and because it covers about 900 square feet per gallon on smooth plaster, Dutch Boy wall primer is decidedly economical. It saves labor and it saves material.

Dutch Boy wall primer is used just as it comes from the can—it needs no special thinners. It mixes perfectly with white-lead flat paint. It is always ready for use, does not settle out in the can and develops no messy top skin.

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On two-coat work, use this primer just as it comes from the can but thinned to about the finishing coat color, for the first coat. Touch up with the same tinted primer, or lead fence or liner. Apply finishing coat made from Dutch Boy white-lead mixed with Dutch Boy lead mixing oil.

On three-coat work, use Dutch Boy wall primer just as it comes from the can for the first coat. Then apply the second coat, which should be a white-lead and lead mixing oil flat paint. Apply finishing coat made from white-lead and lead mixing oil.

Dutch Boy wall primer may also be used to advantage in painting masonry walls. Ordinarily masonry walls should be sealed with each primer coat. Then white-lead and lead mixing oil flat paint. When fence or liner is used, Dutch Boy wall primer is used for the first coat. Finishing coat made from white-lead and lead mixing oil.

Dutch Boy wall primer is sold in half-gallon and one-gallon fractions, two-gallon, five-gallon and thirty-gallon barrels.



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Film and Records

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DUTCH BOY LEAD MIXING OIL



DUTCH Boy lead mixing oil as its name suggests, is an oil intended for use with white-lead. It may be used for all white-lead paints excepting where a full-gloss finish is desired. (For glass paints there is nothing better than Dutch Boy pure linseed oil.)

Dutch Boy lead mixing oil has unusual sealing properties. When mixed with white-lead it effectively seals and waterproofs stucco, concrete, brick, plaster, etc., either indoors or outdoors. White-lead and lead mixing oil paint has for a number of years been preferred by painters who have a great deal of stucco painting to do. Such surfaces need a waterproofing paint to prevent dampness, stop moisture cracks and hide surface staining. The combination of white-lead's durability and lead mixing oil's sealing results in a paint that keeps out dampness and gives lasting adornment to walls.

White lead and lead mixing oil paint is easy to mix and test. It brushes nicely, hides well and covers a lot of surface. This paint wears down stubbornly and leaves a perfect repainting surface.

DIRECTIONS FOR USING DUTCH BOY LEAD MIXING OIL

The following formulas apply whether the white-lead is "all-purpose" soft paste or heavy paste.

UNPAINTED SURFACES

Priming Coat
100 lbs. Dutch Boy White-Lead
4 to 5 gals. Lead Mixing Oil

Second Coat
100 lbs. Dutch Boy White-Lead
3 to 4 gals. Lead Mixing Oil

Finishing Coat
For FLAT finish, mix 1 1/2 galls. fine lead mixing oil with 100 lbs. white-lead.
For SEMI-GLOSS finish, mix 1 1/2 galls. fine lead mixing oil with 100 lbs. white-lead.

In case of any difficulty in mixing with oil paint, follow above directions for priming coat.

REPAINTING FORMER

If paint is to be scraped, reduce lead mixing oil to finishing coat to 2 galls.



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39

PAINTING WORK

For best results, surfaces never painted before should receive three coats. However, once hard and not very porous surfaces, if free from cracks, may be painted satisfactorily with two coats.

For two-coat work on plaster and other interior surfaces, apply a priming coat of Dutch Boy wall primer or one mixed on the basis of 3 parts lead versus oil to 100 lbs. white lead. The wall primer is preferable. Then apply either of the finishing coats specified under "Unpainted Surfaces." Except that the wall primer should not be used, follow the same treatment for two-coat work on exterior concrete, stucco, brick and stone.

Primer and Finishes

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NLI 111979

PURE RED-LEAD PAINT No. 16



RED-LEAD for metal has long been standard practice among engineers and those, with large and costly metal structures to maintain. In all kinds of tests, under every conceivable condition, red-lead has proved its superiority as a rust preventative. Red-lead paint is insoluble in water, unaffected by ordinary atmospheric gases, and sticks tightly to the surface it covers.

This is the paint—pure red-lead mixed with pure linseed oil—that railroads use for the protection of cars, bridges and other structures. It is used on vessels of the United States Navy. It protects gas holders for public service corporations, oil tanks for the big oil companies and the steel in skyscrapers.

This is the paint that should be used for all metal surfaces around the home to protect them from rust and deterioration.

Pure Red-lead Paint No. 16 is pure red-lead mixed with pure linseed oil and pure liquid drier. The red-lead pigment is exceedingly fine and carefully ground with the vehicle to produce a paint that does not settle out and that spreads easily and far. It weighs nearly twenty pounds to the gallon and comes in the natural red-lead color. It can be tinted easily to darker shades by the addition of lamp-black or other colors in oil.

Being a pure red-lead paint, this ready-to-use product has all the durability for which red-lead is noted. It will effectively protect all types of metal surfaces from weather and moisture. It will stick tight to the metal even under adverse conditions of use and exposure. In short, it is the ideal metal protective paint for use on all the metal surfaces found on and around the average home—metal roofs, metal frames, tanks, downspouts, gutters, flashings, ceilings, fire escapes, etc.

Pure Red-lead Paint Number 16 comes in attractive orange and black lithographed cans of convenient sizes.



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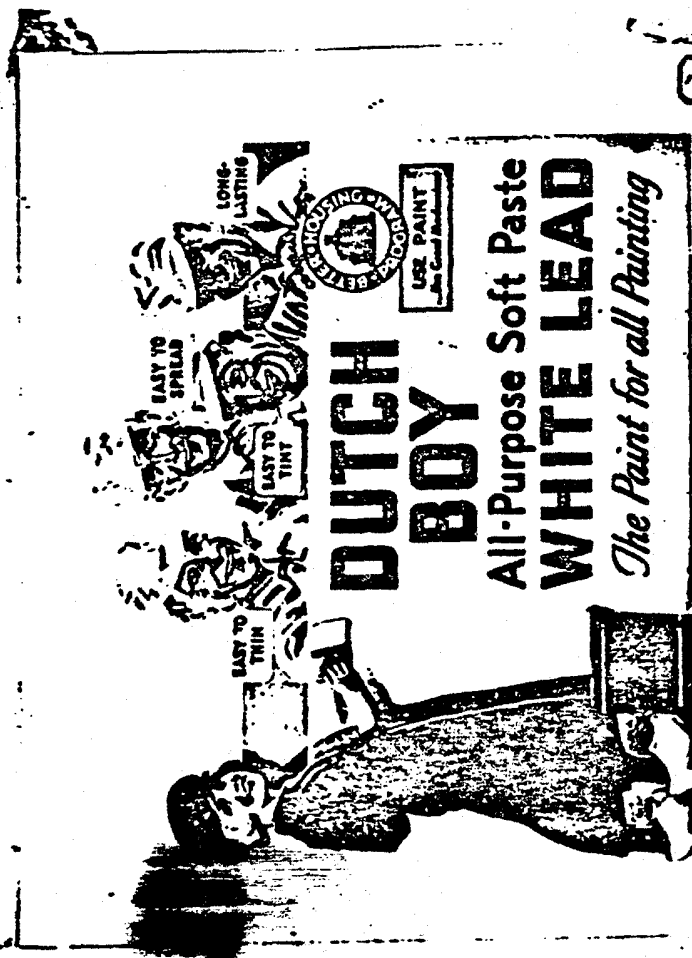
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NLI 111982



DUTCH BOY
All-Purpose Soft Paste
WHITE LEAD
The Paint for all Painting

USE PAINT
The Dutch Boy

EASY TO SPREAD
EASY TO TINT
EASY TO THIN
LONG-LASTING

CROSSING THE BORDER

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NLI 111983

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NLI 111984

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DUTCH BOY LIQUID DRIER

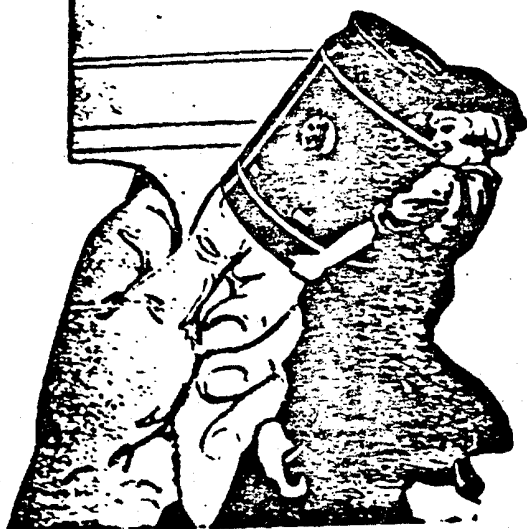
*A Safe, Efficient Drier
especially made for
White-Lead Paint*



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**DUTCH BOY
FLATTING OIL**

*Gives Washable
Flat Finishes
with White-Lead*



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**DUTCH BOY
LINSEED OIL**

*The Highest Quality Oil
... in Sealed Cans*



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DUTCH BOY WALL PRIMER

*For First-coating Plaster
...Hides as it Seals as
it Spreads*



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**PURE
RED-LEAD
PAINT**

*For all exposed Metal
.. Fences, Grilles, Down-
spouts, Eaves, etc.*



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THE HOUSE WE LIVE IN

THE BOOKLET *house* is the one
which you request in answering one of
our recent magazine advertisements.

As you are evidently one of those property owners who when a home interest in the
type of paint that is put in the house, you are going to enjoy reading "The House We Live In."
In this booklet are set down in black and white the important guide points to a lasting, attractive
and well-maintained paint job. There are pictures that many owners learn only through costly experi-
ence. You can learn them through a few minutes' reading.

Of course, you are also going to be interested in the illustrations and in the color
schemes they suggest. But no matter what combination of colors you may select, remember that
the appearance as well as the protective value of your paint job is your . . . two years . . . four
years from now is going to depend on your choice of paint. The photographs show that you can
choose a color scheme, and which we reproduce in this booklet, picture what happens to "cheap"
paint as compared with long wearing white lead paint.

One more thought—if your property needs painting now, this is the time to get it
done. It is far less costly to repaint now than to replace later on.

Very truly yours,

National Lead Company

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