

## 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 Tone
- (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 tone 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 tone remains true to the basic tint. Extreme care in the selection of the color pigments insures a uniformly true color tone.

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 "short" soft, buttery paste. Dutch Boy colors disperse quickly when added to white-lead paint.

The Dutch Boy line of colors in oil includes all the popular tints for exterior and interior work. They are sold by volume, as recommended by the American Paint and Varnish Manufacturers Association. Dutch Boy colors in oil are put up in half-pint, quart and gallon friction top cans and many of the colors are also packed in two-ounce tubes.

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