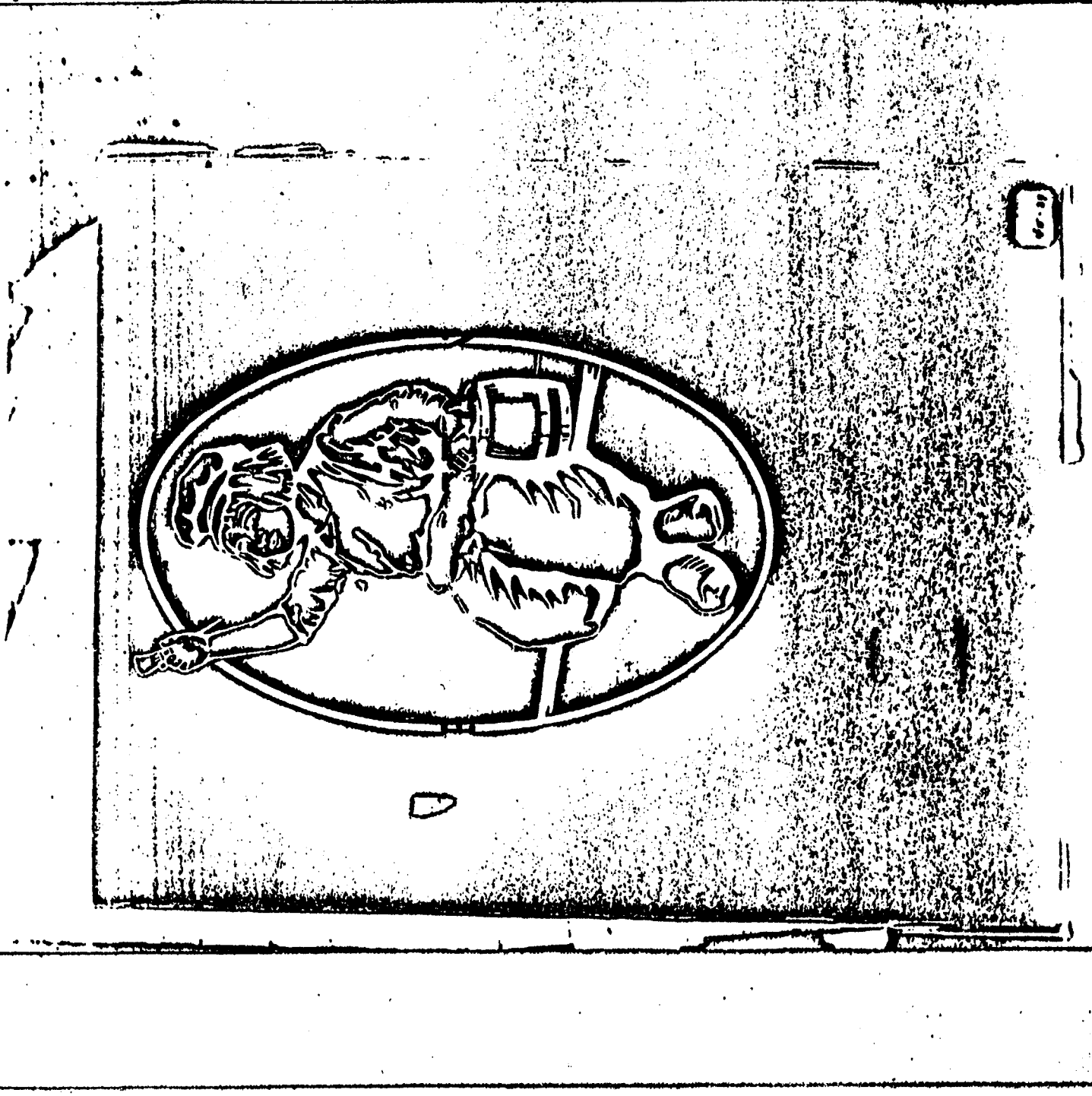

DUTCH BOY

"GOOD PAINT'S OTHER NAME"

Trade Mark Reg. U.S. Pat. Off.

"Good paint's other name" is a statement often made in referring to Dutch Boy white-lead. But it is more than just a slogan. Actually it expresses the experience of thousands of architects, owners and painting contractors who have specified or applied Dutch Boy white-lead on many thousands of buildings . . . who have watched Dutch Boy withstand years of weather exposure . . . who have seen Dutch Boy beautify the finest interiors.

Today, white-lead is accepted as the standard in quality paint. The specification of it is recognized as an assurance of a quality paint job—one that protects both an owner's property and his pocket-book.

THE PAINTING SPECIFICATIONS

The specifications for painting and finishing contained in this booklet are divided into two parts: Section A and Section B.

Section A contains those clauses which specify the materials to be used and outlines the general manner in which the work shall be carried forward.

Section B contains the directions for surface preparation and application of the paint on the particular surfaces to be painted.

In preparing specifications for the painting contractor, it will be necessary to include only those paragraphs that cover the exact work to be done. For the user's convenience we have employed letters and numerals to designate the sections, their main divisions and the paragraphs of the latter.

If desired, detail of work to be done as outlined in Section B is the only part which need be written out in full. The details of materials and workmanship may then be covered by the following clause:

All painting work under this contract, except as hereinafter specified, shall be executed in strict conformity with the Painting Specifications covering the use of Dutch Boy Products as issued by National Lead Company, which Specifications are hereby declared and made part of this specification, with the same force and effect as if written herein in full.

INDEX

NATIONAL LEAD COMPANY
111 BROADWAY, NEW YORK

Branch addresses are listed on last page.

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DEX

AD COMPANY
K, NEW YORK

THE DUTCH BOY LINE
A QUALITY LINE OF PAINT PRODUCTS

A quality line of paint products is marketed under the Dutch Boy trademark. It includes nearly all the materials needed for painting any type of surface, interior or exterior.

To the architect this Dutch Boy line offers a definite check on the quality of every brushful of paint. Inferior materials—even those used as sparingly as colors in oil or liquid drier — sometimes impair a paint's protective or decorative qualities to a degree out of all proportion to their volume percentage.

The full Dutch Boy line simplifies the preparation of specifications—they can be made "Dutch Boy" throughout. Furthermore, the presence on the job of the brilliant orange and black containers facilitates inspection.

DUTCH BOY WHITE-LEAD

Dutch Boy white-lead is sold in two forms, heavy paste and soft paste. Both are pure white-lead. Both sell for the same price. Heavy paste white-lead has been used for many years. Soft paste, a more recent development, is a white-lead which can be thinned to paint mixes quickly and easily than heavy paste.

Both forms of white-lead can be used for all jobs . . . on interior as well as exteriors . . . for flat or eggshell as well as gloss finishes . . . are sold in 100-lb. steel kegs and 50, 25 and 12½-lb. steel pails.

DUTCH BOY LINSEED OIL

Dutch Boy linseed oil is clear, uniform and well settled. Since it is easy to adulterate linseed oil but difficult to detect the adulteration, the safest procedure in preparing specifications is to specify a brand of known purity and quality. Three types of minimum pure linseed oil — raw, boiled and stand-oil type are marketed under the Dutch Boy trademark.

All three types are sold in 1 and 5 gallon cans—*sealed at the factory* as a guarantee of purity.

DUTCH BOY LEAD MIXING OIL

Dutch Boy Lead Mixing Oil is a composition vehicle to Dutch Boy linseed oil. It was developed for a particular purpose—to *penetrate* on all which would mix *perfectly* with white-lead for the sealing and decoration of plaster, wallboard, masonry and stucco —whether on the interior or exterior.

It dries to a soft flat finish. The surface is free from brushmarks or shines. It retains its good appearance, despite frequent washing and everyday wear and tear.

Dutch Boy Lead Mixing Oil is available in *sealed* 1 gallon cans and 5 gallon drums.

DUTCH BOY COLORS IN OIL

Dutch Boy colors in oil are specially made for tinting white-lead paint. They come in a soft pasty form and can be mixed into the paint without thinning. They disperse rapidly. There is no lumping or streaking. Thus they save time and labor for the painter.

There is a wide range of colors in the Dutch Boy line. They come in straight, tinting tint 1 gallon, 1 quart and ½ pint cans and in 2-ounce tubes.

DUTCH BOY WALL PRIMER

For the first coat on interior plaster, Dutch Boy wall primer is the best possible recommendation. Not only does it effectively seal the surface against soil and fine dirt cracks, but it hides the surface as well, providing an ideal foundation for the succeeding coats of white-lead dirt. Dutch Boy wall primer is sold in 1 quart and 1 gallon cans and 5 gallon kits.

DUTCH BOY LIQUID DRIER

Dutch Boy liquid drier is a dependable drier made especially for use with Dutch Boy white-lead. Its action is neither too fast nor too slow. It is sold in ½ pint, pint, quart and gallon cans.

DUTCH BOY RED-LEAD

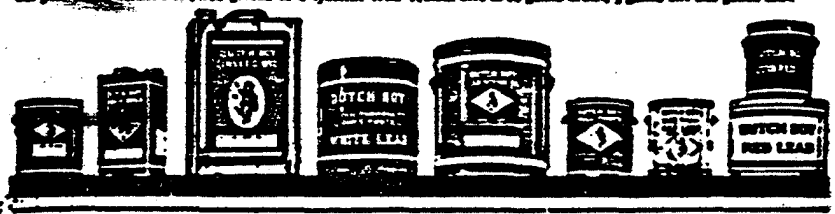
Just as pure red-lead excels other paint materials as a protection for metal, so does highly-oxidized red-lead—that is, red-lead containing more than 97% Pb3O4—excel other red-leads with a lower true red-lead content. Paints made from highly oxidized red-lead has better keeping qualities. It is easier to apply and has a greater spreading capacity. It produces a uniform film of greater density and thus is more durable and more resistant to destructive atmospheric influences.

Only this better type of red-lead, containing more than 97% Pb_3O_4, is used in the paste or ready-to-use red-lead paints sold under the Dutch Boy trademark.

DUTCH BOY PASTE RED-LEAD—is highly oxidized red-lead ground in pure linseed oil. It is sold in 100-lb. kegs, 50, 25, and 12½ lb. steel pails.

DUTCH BOY LIQUID RED-LEAD No. 1 (ORANGE RED). No. 6 (LIGHT BROWN). No. 7 (DARK BROWN). No. 8 (BLACK)—are ready-to-use red-lead paints *specified* for all metal surfaces exposed to the weather. *Sold in* 1-gallon drums, 5 gallon kits and quart and gallon cans.

DUTCH BOY QUICK-DRYING RED-LEAD—is a special type of red-lead paint designed for use where the available drying time is short. It dries for recoating in from four to six hours, may be painted over the same day if necessary. It contains nothing but pure highly-oxidized red-lead ground in a synthetic resin vehicle. Sold in 10 gallon drums, 5 gallon kits and gallon cans.



PAINTING SPECIFICATIONS

Covering the Use of

DUTCH BOY PAINT PRODUCTS

Notes Regarding Specifications

If desired, the general requirements and workmanship, as set down in Section A, can be omitted in detail and covered by the following clause: All painting work under this contract, except as hereinafter specified, shall be executed in strict conformity with the Painting Specifications covering the use of Dutch Boy Products as issued by National Lead Company, which Specifications are hereby declared and made part of this specification, with the same force and effect as if written herein in full.

SECTION A • PART I

GENERAL REQUIREMENTS

1. GENERAL CONDITIONS

The General Conditions of the American Institute of Architects, latest edition, shall form a part of these specifications, and all work shall be subject to the provisions thereof, insofar as they apply to work under these specifications.

2. WORK INCLUDED

(a) The painting contractor shall supply all labor, materials, tools, staging, and equipment necessary and shall perform all painting and finishing work in connection with the building described as follows:

(b) (Here describe generally the work which is to be painted.)

(c) (Here also describe work which is to be primed under other specifications but finished under these specifications.)

3. DRAWINGS

(a) The painting contractor shall be furnished with all drawings, details and other information necessary for the painting of all classes of work which are to receive a painted finish.

(b) In the event of any doubt or question, respecting the drawings and/or specifications, reference shall be made to the architect whose decision thereon shall be final.

4. SAMPLES

(a) Samples of all finishes shall be submitted to the architect for approval before applying, and finished work shall match same.

(b) The painting contractor shall carefully inspect work before applying any finish and, if same is not in proper condition, he shall notify the architect in writing. Otherwise the contractor will be held responsible for any defects in the finish arising therefrom.

5. INSPECTION

(a) The architect, or his duly authorized representative shall have access at all times to the work of materials and shall be furnished with every reasonable facility for ascertaining that the workmanship is in accordance with the requirements and intent of these specifications.

(b) Defective work shall be made good and unsuitable materials may be rejected. The architect reserves the right to replace work at the expense of the painting contractor.

6. ALTERATIONS AND REDECORATING

All present work that is [illegible] over or that is affected in any way by the alterations and remodeling, shall be refinished to match the finished surfaces adjacent thereto.

7. STORAGE

The painting contractor shall store his materials in one place in the building, and such storage place shall be kept neat and clean and all damage thereto or to its surroundings shall be made good; care being taken in the storage of paints, oils, etc. to prevent all danger of fire. Oily rags shall be removed from the building every day upon the stopping of work.

8. CLEANING

Upon completion of the building, the painting contractor shall remove all paint spots from all finished work, and shall leave the entire premises free from rubbish caused by his work; and shall remove his equipment from the premises. He shall prevent the work clean and free from blemish.

(Washing glass is not intended to be included in this specification. If the architect wishes it to be included, he should specifically mention it.)

9. EXTRAS

The painting contractor shall not be entitled to payment in excess of the amount agreed upon in his contract for any extra work over and above that specified herein, unless authorized in writing by the architect or his superintendent.

10. PROTECTION OF WORK

It shall be the painting contractor's responsibility to protect his work, and the work of all other contractors during the time his work is underway. He shall be responsible for any and all damage to the work or property of others caused by his employees or himself.

11. WORKMANSHIP

(a) Before any painting is done, all surfaces shall be clean, smooth and free from dust, dirt, grease, moisture, rust and other foreign substances and all paint where paint remover has been used shall be washed off with turpentine or benzine.

(b) All paint shall be evenly spread and thoroughly brushed out.

(c) No coat of paint shall be applied on a wet or damp surface and in no case until preceding coat is dry and hard.

(d) No painting shall be done on outside work in extremely cold, frosty, foggy or damp weather. Painting done in severe weather shall be done only when the temperature is above 50°F. and when all surfaces are dry.

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...MANSHIP

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...of paint shall be applied on a wet or damp surface ...coat preceding coat is dry and hard. ...shall be done on outside work in extremely ...foggy or damp weather. Painting done in winter ...be done only when the temperature is above 50°F. ...surfaces are dry.

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SECTION A • PART II • MATERIALS

12. GENERAL

All materials for painting shall be delivered at the building in unbroken packages, bearing the manufacturer's brand and name, and shall be used without adulteration.

The following materials are covered in these specifications: white-lead, colors in oil, linseed oil, Lead Mixing Oil, flatting oil, wall primer, turpentine, drier, varnish, shellac varnish, putty and red-lead.

13. MIXING

All paint shall be mixed at the job in a manner to assure the proper incorporation of the ingredients and in conformity with formulas as given hereinafter.

14. MATERIALS

(a) WHITE-LEAD—All white-lead shall be pure white-lead of Dutch Boy brand which conforms to the latest specifications of the American Society for Testing Materials.

(b) RED-LEAD—All red-lead shall be pure red-lead of Dutch Boy brand which conforms to the latest specifications of the American Society for Testing Materials.

(c) COLORS IN OIL—All colors in oil shall be of Dutch Boy brand.

(d) LINSEED OIL—All linseed oil shall be pure linseed oil of Dutch Boy brand which conforms to the latest specifications of the American Society for Testing Materials.

(e) LEAD MIXING OIL—All Lead Mixing Oil shall be Dutch Boy Lead Mixing Oil.

(f) FLATTING OIL—All flatting oil shall be Dutch Boy flatting oil.

(g) WALL PRIMER—All wall primer shall be Dutch Boy wall primer.

(h) TURPENTINE—All turpentine shall be pure gum spirits of turpentine or pure steam-distilled turpentine and shall conform to the latest specifications of the American Society for Testing Materials.

(i) DRIER—All drier used shall be pure drier of Dutch Boy brand which conforms to Type I of the latest Federal Specifications for liquid paint drier.

(j) VARNISH—All varnish shall be the best grade of floor varnish, the product of an approved manufacturer and suitable for mixing with white-lead as specified.

(k) SHELLAC VARNISH—All shellac varnish shall be free from resin and composed of pure gum shellac cut in pure denatured alcohol, using four pounds of gum to the gallon.

(l) PUTTY—Putty shall be composed of pure white-lead and whiting, mixed with pure linseed oil to proper consistency, and shall conform to white-lead whiting putty, Class B, of the latest specifications of the American Society for Testing Materials. For metal sashes, the pigment may include 10% powdered litharge.

SECTION B • APPLICATION

1. PAINTING NEW EXTERIOR WOOD

(a) (Here list and describe surfaces to be painted.)

(b) Door and window casings, mullions, etc. shall be sanded to remove loose edges left by sanding machine. All surfaces shall be free from slivers, splinters, etc.

(c) After priming coat is dry, knots and sappy streaks shall receive one coat of shellac varnish brushed out thin and all cracks, nail holes, etc. shall be puttied with white-lead putty.

(d) All painting work shall be allowed to dry from four to six days before the next coat is applied.

(e) All surfaces, except shingles, shall be primed with Formula No. 1 and receive two additional coats, using Formulas No. 2 and No. 3, respectively.

(f) Wood shingles shall be primed with Formula No. 1, and receive two additional coats, using Formulas No. 4 and No. 5, respectively.

(g) Where colors other than white are to be used, the necessary tinting materials shall be added to the last two coats of paint. (Specifications of colors and where they are to be used should be noted here.)

FORMULA No. 1
Priming Coat—New Exterior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	4 gallons	4 gallons
Pure turpentine	[illegible] gallon	[illegible] gallons
Dutch Boy liquid drier	[illegible] pint	[illegible] pint

The above formula makes 9 gallons of paint which covers about [illegible] square feet per gallon, one coat.

On wood shingles the average coverage is about 200 square feet per gallon, one coat.
*If boiled oil is used, reduce drier to [illegible] pint.

FORMULA No. 2
Second Coat—New Exterior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	1½ gallons	1½ gallons
Pure turpentine	1½ gallons	1½ gallons
Dutch Boy liquid drier	[illegible] pint	[illegible] pint

The above formula makes 8 gallons of paint which covers about 700 square feet per gallon, one coat.

FORMULA No. 3
Finish Coat—New Exterior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	3 gallons	3 gallons
Pure turpentine	—	1 quart
Dutch Boy liquid drier	[illegible] pint	[illegible] pint

The above formula makes 6¼ gallons of paint which covers about 700 square feet per gallon, one coat.

FORMULA No. 4
Second Coat—New Exterior Wood Shingles

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	2 gallons	2 gallons
Pure turpentine	½ gallon	1 gallon
Dutch Boy liquid drier	[illegible] pint	[illegible] pint

The above formula makes 5 gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 5 (Flat Finish)
Finish Coat—New Exterior Wood Shingles

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 600 square feet per gallon, one coat.

*If boiled oil is used reduce drier to [illegible] pint.

2. REPAINTING EXTERIOR WOOD

(a) (Show list and describe surfaces to be painted.)

(b) (If any portions of old paint must be removed and surfaces repainted, here list and describe such surfaces and their treatment.)

(c) After the first coat has dried sufficiently, nailheads, cracks, etc. shall be puttied with white-lead putty.

(d) All painting work shall be allowed to dry from four to six days before the next coat is applied.

(e) All surfaces, except shingles, shall receive two coats of paint, using Formulas No. 6 and No. 7, respectively.

(f) Wood shingles that are to be repainted shall receive two coats of paint, using Formulas No. 8 and No. 9, respectively.

(g) Where colors other than white are to be used, the necessary tinting materials shall be added to both coats of paint. (Specifications of colors and where they are to be used should be stated here).

FORMULA No. 6
Flat Coat—Repainting Exterior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	2 gallons	2 gallons
Pure turpentine	2½ gallons	2 gallons
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 7 gallons of paint which covers about 700 square feet per gallon, one coat.

FORMULA No. 7
Finish Coat—Repainting Exterior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	3 gallons	2.5 gallons
Pure turpentine	———	1 quart
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 5¼ gallons of paint which covers about 700 square feet per gallon, one coat.

FORMULA No. 8
Flat Coat—Repainting Exterior Wood Shingles

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	2½ gallons	2½ gallons
Pure turpentine	1½ gallons	1½ gallons
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 7 gallons of paint which covers about 500 square feet per gallon, one coat.

FORMULA No. 9 (Flat Finish)
Finish Coat—Repainting Exterior Wood Shingles

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 500 square feet per gallon, one coat.

3. PAINTING BRICK

(a) (Here list and describe surfaces to be painted.)

(b) UNPAINTED BRICK—COMMON TYPE—shall be brushed vigorously with a wire brush to remove efflorescence or other foreign substances. If any mortar has become loose or damaged, all such places shall be pointed with mortar before paint is applied. After priming, small defects in the surface should be covered with putty.

(c) UNPAINTED BRICK—ALL TYPES—which has not been allowed to age for a period of six months or longer, shall be treated with a solution made by dissolving two pounds of zinc sulphate in one gallon of water. After the zinc sulphate solution has been applied, sufficient time shall be allowed for the brick and mortar to dry before priming.

(d) UNPAINTED BRICK—COMMON TYPE—shall be primed with Formula No. 10, and shall receive two additional coats, using Formula No. 11 and Formula No. 12a, *for finish*; or 13, *gloss finish*, respectively.

(e) UNPAINTED BRICK—FACE or DE-AIRED TYPE—shall be primed with Formula No. 10 and shall receive two additional coats, using Formula No. 11, and Formula No. 12a, *for finish*; or 13, *gloss finish*, respectively.

(f) PREVIOUSLY PAINTED BRICK—ALL TYPES—shall be dry brushed before painting. If the old paint is blistered, scaling or crazing, the surfaces should be brushed vigorously with a wire brush before painting.

The surfaces shall then receive two coats of paint using Formula No. 14 (or Formula No. 15). Ample time shall be allowed to elapse between coats for drying and hardening.

(g) (If brick is to be tinted, it should be as specified here.)

(h) INTERIOR BRICK—ALL TYPES—shall be painted in the same manner as interior plaster. See paragraph (f), page 6.

(i) Where colors other than white are to be used, the necessary tinting materials shall be added to the last two coats of paint. (Specifications of colors and where they are to be used should be stated here.)

FORMULA No. 10
Priming Coat—Brick (Common Type)

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	3 gallons	3 gallons
Pure turpentine	1½ gallons	1 gallon
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 7 gallons of paint which covers about 350 square feet per gallon, one coat.

*Oil linseed oil to used unless drier is ½ pint.

FORMULA No. 11
Priming Coat—Brick (Face or Re-aired Type)

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	4 gallons	4 gallons
Pure turpentine	1½ gallons	1 gallon
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 8 gallons of paint which covers about 350 square feet per gallon, one coat.

FORMULA No. 12
Second Coat—Brick (Common Type)

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	3 gallons	3 gallons
Pure turpentine	1 gallon	0½ gallons
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 7½ gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 13
Second Coat—Brick (Face or Re-aired Type)

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	3½ gallons	3½ gallons
Pure turpentine	1 gallon	0½ gallons
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 8½ gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 14 (Flat Finish)
Finish Coat—Brick (All Types)

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 500 square feet per gallon, one coat.

FORMULA No. 15 (Gloss Finish)
Finish Coat—Brick (All Types)

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy linseed oil	3 gallons	3 gallons
Pure turpentine	———	1 quart
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 6½ gallons of paint which covers about 500 square feet per gallon, one coat.

*Oil linseed oil to used unless drier is ½ pint.

...IOR WOOD

FORMULA No. 7
Finish Coat—Repainting Exterior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
...Boy white-lead	...00 pounds	...00 pounds
...Boy linseed oil	3 gallons	3 gallons
...rpentine	...	½ gallon
...Boy liquid drier	½ pint	½ pint

The above formula makes 6½ gallons of paint which covers about 700 square feet per gallon, one coat.

FORMULA No. 8
Flat Coat—Repainting Exterior Wood Shingles

MATERIALS	SOFT PASTE	HEAVY PASTE
...Boy white-lead	...00 pounds	...00 pounds
...Boy linseed oil	2½ gallons	2½ gallons
...rpentine	2½ gallons	2½ gallons
...Boy liquid drier	½ pint	½ pint

The above formula makes 7 gallons of paint which covers about 500 square feet per gallon, one coat.

FORMULA No. 9 (Flat Finish)
Finish Coat—Repainting Exterior Wood Shingles

MATERIALS	SOFT PASTE	HEAVY PASTE
...Boy white-lead	...00 pounds	...00 pounds
...Boy Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 500 square feet per gallon, one coat.

...RICK

FORMULA No. 22
Priming Coat—Brick (Face or Re-dried Type)

MATERIALS	SOFT PASTE	HEAVY PASTE
...Boy white-lead	...00 pounds	...00 pounds
...Boy linseed oil	4 gallons	4 gallons
...rpentine	2½ gallons	2 gallons
...Boy liquid drier	½ pint	½ pint

The above formula makes 8 gallons of paint which covers about 200 square feet per gallon, one coat.

FORMULA No. 23
Second Coat—Brick (Common Type)

MATERIALS	SOFT PASTE	HEAVY PASTE
...Boy white-lead	...00 pounds	...00 pounds
...Boy linseed oil	3 gallons	2 gallons
...rpentine	2 gallons	1½ gallons
...Boy liquid drier	½ pint	½ pint

The above formula makes 7½ gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 24
Second Coat—Brick (Face or Re-dried Type)

MATERIALS	SOFT PASTE	HEAVY PASTE
...y white-lead	...00 pounds	...00 pounds
...y linseed oil	2½ gallons	2½ gallons
...rpentine	2 gallons	1½ gallons
...y liquid drier	½ pint	½ pint

The above formula makes 6½ gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 25 (Flat Finish)
Finish Coat—Brick (All Types)

MATERIALS	SOFT PASTE	HEAVY PASTE
...y white-lead	...00 pounds	...00 pounds
...y Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 26 (Gloss Finish)
Finish Coat—Brick (All Types)

MATERIALS	SOFT PASTE	HEAVY PASTE
...y white-lead	...00 pounds	...00 pounds
...y linseed oil	3 gallons	3 gallons
...rpentine	...	½ gallon
...y liquid drier	½ pint	½ pint

The above formula makes 6½ gallons of paint which covers about 400 square feet per gallon, one coat.

...linseed oil is used, reduce the drier to ½ pint.

4. PAINTING STUCCO, STONE OR CONCRETE

(a) (How list and describe surfaces to be painted.)

(b) UNPAINTED STUCCO OR CONCRETE—which has not been allowed to age for a period of six months or longer, shall be treated with a solution made by dissolving two pounds of zinc sulphate in one gallon of water. After the zinc sulphate solution has been applied, sufficient time shall be allowed for the stucco or concrete to dry before painting.

(c) PREVIOUSLY PAINTED STUCCO, CONCRETE, OR STONE SURFACES—shall be dry-brushed before painting. If the old paint is blistered, cracking or scaling, the surfaces shall be brushed vigorously with a wire-brush before painting.

(d) UNPAINTED EXTERIOR STUCCO, STONE OR CONCRETE SURFACES—or all such surfaces which have been wire-brushed to remove completely the old paint, shall be primed with Formula No. 16 and shall receive two additional coats, using *Formula No. 17 for the second coat and Formula No. (18, flat finish; or 19, gloss finish)* for the finishing coat.

(e) Previously painted surfaces on which the old paint is in good condition shall receive two coats of paint, using Formulas No. 17 and No. 19, respectively.

(f) INTERIOR BRICK, STUCCO, STONE OR CONCRETE SURFACES—should be painted the same as interior plaster. See paragraph (f), Page 6.

(g) Where colors other than white are to be used, the necessary tinting materials shall be added to the last two coats of paint. (Specifications of colors and where they are to be used should be stated here.)

FORMULA No. 16
Priming Coat—Stucco, Stone or Concrete

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...00 pounds	...00 pounds
Dutch Boy Lead Mixing Oil	2½ gallons	2½ gallons
Dutch Boy linseed oil*	2½ gallons	2½ gallons

The above formula makes 8 gallons of paint which covers about 225 square feet per gallon, one coat.

FORMULA No. 17
Second Coat—Stucco, Stone or Concrete

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...00 pounds	...00 pounds
Dutch Boy Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 18 (Flat Finish)
Finish Coat—Stucco, Stone or Concrete

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...00 pounds	...00 pounds
Dutch Boy Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 400 square feet per gallon, one coat.

FORMULA No. 19 (Gloss Finish)
Finish Coat—Stucco, Stone or Concrete

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...00 pounds	...00 pounds
Dutch Boy linseed oil	3 gallons	3 gallons
Pure turpentine	...	1 quart
Dutch Boy liquid drier	½ pint	½ pint

The above formula makes 6½ gallons of paint which covers about 400 square feet per gallon, one coat.

5. PAINTING INTERIOR WOOD

(a) (How list and describe surfaces to be painted.)

(b) New woodwork shall be cut smooth with sandpaper where required and dusted clean before painting.

(c) Old painted or varnished woodwork that shows bad cracking, checking or scaling shall be stripped by means of a good paint and varnish remover, and then cleaned with benzine or turpentine. Woodwork that is greasy or stained with wax should be scrubbed clean with turpentine or benzine before painting.

(d) All nail holes, cracks, dents or other defects shall be filled with white-lead putty after the painting coat has dried.

(e) All unpainted wood, or surfaces from which the paint has been removed completely, shall be primed with Formula No. 20 and shall receive two additional coats, using Formula No. 21 for the second coat and Formula No. (22, *flat finish;* or 23, *semi-gloss finish*) for the finishing coat. (Previously painted surfaces on which the old paint is in good condition do not require the priming coat.)

(f) (If a gloss finish is wanted on interior wood, specify a proposed enamel for the third or finishing coat.)

(g) Where colors other than white are to be used, the necessary tinting materials shall be added to the last two coats of paint. (Specifications of colors and where they are to be used should be stated here.)

FORMULA No. 20
Priming Coat—Interior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...00 pounds	...00 pounds
Pure turpentine	½ gallon	2 gallons
Dutch Boy liquid drier	1 pint	2 pints

The above formula makes 8 gallons of paint which covers about 350 square feet per gallon, one coat.

FORMULA No. 21
Second Coat—Interior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...00 pounds	...00 pounds
Dutch Boy Lead Mixing Oil	3 gallons	3 gallons

The above formula makes 8 gallons of paint which covers about 350 square feet per gallon, one coat.

FORMULA No. 22 (Flat Finish)
Third Coat—Interior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...00 pounds	...00 pounds
Dutch Boy Lead Mixing Oil	3 gallons	3 gallons

The above formula makes 8 gallons of paint which covers about 350 square feet per gallon, one coat.

FORMULA No. 23 (Semi-Gloss Finish)
Third Coat—Interior Wood

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	...0 pounds	...0 pounds
Dutch Boy Lead Mixing Oil	...6 gallons	...6 gallons
Dutch Boy soft paint	2 gallons	2 gallons

The above formula makes 8 gallons of paint which covers about 350 square feet per gallon, one coat.

*Where tint or tinted

**If linseed oil is used, reduce the drier to ½ pint.

6. PAINTING INTERIOR PLASTER

(a) (Here list and describe surfaces to be painted.)
(b) Before any paint is applied, plaster surfaces, either new or old, shall be made clean and smooth.
(c) All cracks and holes shall be filled with plaster of paris or approved patching plaster. Large cracks before filling shall be opened up in dovetail shape clear to the lath and soaked with water. The filling plaster shall be leveled off even with the adjoining plaster surfaces, and when dry shall be sandpapered smooth.
(d) Walls that have been calcimined shall be washed until all calcimine is removed before applying any paint.
(e) Where new plaster to be painted is not properly aged, the surfaces shall be treated with a solution made by dissolving two pounds of zinc sulphate in one gallon of water. After the zinc sulphate solution has been applied, sufficient time shall be allowed for the plaster to dry before priming.
(f) All plaster not previously painted shall be primed with Formula No. 24 and shall receive two additional coats, using Formula No. 25 for the second coat and Formula No. 26, *flat finish; also, Special flat finish for stippling; or 27, semi-gloss finish)* for the finishing coat. (Plaster previously painted does not require the priming coat.)
(g) (If a gloss finish is wanted on interior plaster, specify a suppressed enamel for the third or finishing coat.)
(h) Where colors other than white are to be used, the necessary tinting materials shall be added to the last two coats of paint. (Specifications of colors and where they are to be used as well as any instructions as to special decorative finishes should be stated here.)

FORMULA No. 24
Priming Coat—Interior Plaster
"DUTCH BOY WALL PRIMER
(or)

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy Lead Mixing Oil	..*½ to 1 gallon	..*¾ to 1 gallon

The above formula makes 6 to 7 gallons of paint which covers about 600 square feet per gallon, one coat.

*Dutch Boy wall primer should always be specified when walls are unusually porous or in an otherwise poor condition. It covers about 500 square feet per gallon, one coat.
**The maximum amount of Lead Mixing Oil should be used when the maximum amount of tinting is wanted.

FORMULA No. 25
Second Coat—Interior Plaster

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy Lead Mixing Oil	..**½ to 1 gallon	..**¾ to 1 gallon

The above formula makes 6 to 7 gallons of paint which covers about 600 square feet per gallon, one coat.

FORMULA No. 26
Third Coat—Interior Plaster
(Flat Finish)

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy Lead Mixing Oil	..**½ to 1 gallon	..**¾ to 1 gallon

The above formula makes 6 to 7 gallons of paint which covers about 600 square feet per gallon, one coat.

FORMULA No. 26-S
Third Coat—Interior Plaster
(Special Flat Finish for Stippling)

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy Lead Mixing Oil	..... gallon	..... gallon

The above formula makes 5 gallons of paint which covers about 600 square feet per gallon, one coat.

NOTE: for a finish with a somewhat deeper texture, Dutch Boy Paring Oil instead of Lead Mixing Oil may be used. The quantity should be limited to 1½ gallons per 100 pounds of oil paste and ¾ gallons for heavy paste.

FORMULA No. 27
Third Coat—Interior Plaster
(Semi-Gloss Finish)

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy Lead Mixing Oil	..... gallons	..... gallons
Dutch Boy wall primer	..... gallon	..... gallon

The above formula makes 6 gallons of paint which covers about 600 square feet per gallon, one coat.

7. PAINTING WOOD FLOORS

(a) (Here list and describe surfaces to be painted.)
(b) All wood floors shall be cleaned and sandpapered smooth before painting. If the old paint on a previously painted floor is in bad condition, it should be removed by planing, scraping or by the use of a liquid paint remover.
(c) All work shall be allowed to dry for at least four days before the next coat is applied.
(d) All floors not previously painted, or from which the paint has been removed, shall be primed with Formula No. 28, and shall receive two additional coats, using Formulas No. 29 and 30, respectively.
(e) All floors previously painted shall be touched up on worn places using Formulas No. 29, after which they shall receive two coats, using Formulas No. 29 and No. 30 respectively.
(f) (Specifications of colors should be stated here. The necessary tinting materials should be added to the last two coats.)
(g) Undersides of all cove panels doors and the tongued and grooved edges of the boards shall receive one coat, using Formula No. 31.

FORMULA No. 28
Priming Coat—Wood Floors

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy linseed oil	..... gallons	..... gallons
Turpentine	..... gallons	..... gallons
Dutch Boy liquid drier	..... pint	..... pint

The above formula makes [illegible] gallons of paint which covers about [illegible] square feet per gallon, one coat.

*If the floor is of hardwood, reduce the linseed oil to 3/4 gallon.
**When used as a stain, reduce the drier to ½ pint.

FORMULA No. 29
Second Coat—Wood Floors

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy linseed oil	..... gallons	..... gallons
Pure turpentine	..... gallons	..... gallons
Dutch Boy liquid drier	..... pint	..... pint

The above formula makes 6 gallons of paint which covers about 700 square feet per gallon, one coat.

FORMULA No. 30
Third Coat—Wood Floors

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy linseed oil	..... gallon	..... gallon
Pure turpentine	..... gallon	..... gallon
Floor varnish*	..... gallon	..... gallon
Dutch Boy liquid drier	..... pint	..... pint

The above formula makes [illegible] gallons of paint which covers about 700 square feet per gallon, one coat.

FORMULA No. 31
Undersides of Porch Floors

MATERIALS	OIL PAINT	HEAVY PASTE
Dutch Boy white-lead	..... pounds	..... pounds
Dutch Boy linseed oil	..... gallons	..... gallons
Pure turpentine	.....	.....
Dutch Boy liquid drier	..... pint	..... pint

The above formula makes [illegible] gallons of paint which covers about [illegible] square feet per gallon, one coat.

*If the floor is exposed to the weather, use spar varnish instead of a floor varnish.

...OR PLASTER

FORMULA No. 25
Second Coat—Interior Plaster

MATERIALS	SOFT PASTE	HEAVY PASTE
...h Boy white-lead	100 pounds	100 pounds
...h Boy Lead Mixing Oil	[illegible] to a gallon	[illegible] to a gallon

The above formula makes 6 to 7 gallons of paint which covers about 300 square feet per gallon, one coat.

FORMULA No. 26
Third Coat—Interior Plaster
(Flat Finish)

MATERIALS	SOFT PASTE	HEAVY PASTE
...h Boy white-lead	100 pounds	100 pounds
...h Boy Lead Mixing Oil	[illegible] to a gallon	[illegible] to a gallon

The above formula makes 6 to 7 gallons of paint which covers about 300 square feet per gallon, one coat.

FORMULA No. 26-A
Third Coat—Interior Plaster
(Special Flat Finish for Stippling)

MATERIALS	SOFT PASTE	HEAVY PASTE
... Boy white-lead	100 pounds	100 pounds
... Boy Lead Mixing Oil	4 gallons	5 gallons

The above formula makes 5 gallons of paint which covers about 600 square feet per gallon, one coat.

[illegible]

FORMULA No. 27
Third Coat—Interior Plaster
(Semi-Gloss Finish)

MATERIALS	SOFT PASTE	HEAVY PASTE
...Boy white-lead	50 pounds	50 pounds
...Boy Lead Mixing Oil	[illegible] gallons	[illegible] gallons
...Boy wall primer	1 gallon	1 gallon

The above formula makes 5 gallons of paint which covers about 500 square feet per gallon, one coat.

[illegible]

... FLOORS

FORMULA No. 29
Second Coat—Wood Floors

[illegible]

FORMULA No. 30
Third Coat—Wood Floors

[illegible]

FORMULA No. 31
Underside of Porch Floors

[illegible]

...SPECIFICATIONS

8. PAINTING CONCRETE FLOORS

(a) New concrete floors shall be aged at least six months before being painted. If necessary to paint before that time, they may be aged artificially by washing with a solution of two pounds of zinc sulphate to a gallon of water.

(b) Previously painted concrete floors shall be wire-brushed to remove all loose paint.

(c) All work shall be allowed to dry at least four days before the next coat is applied.

(d) Unpainted concrete floors shall be primed with Formula No. 32 and receive two additional coats, using Formula No. 33 for the second coat and finished as specified in Paragraph (e). (Previously painted floors do not require the priming coat.)

(e) (Here specify whether floors are to be finished with floor enamel or waxed or varnished. If waxing or varnishing is specified, a third coat of paint mixed according to Formula No. 33 should first be applied.)

(f) The undercoats of paint shall be brought to an approximate match with the desired finish coat color by the addition of the necessary tinting materials. (Specifications of colors should be stated here.)

FORMULA No. 32
Priming Coat—Concrete Floors

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy Lead Mixing Oil	2½ gallons	2½ gallons
Dutch Boy linseed oil*	2½ gallons	2½ gallons

The above formula makes 8 gallons of paint which covers about 200 square feet per gallon, one coat.

FORMULA No. 33
Second Coat—Concrete Floors

MATERIALS	SOFT PASTE	HEAVY PASTE
Dutch Boy white-lead	100 pounds	100 pounds
Dutch Boy Lead Mixing Oil	4 gallons	4 gallons

The above formula makes 7 gallons of paint which covers about 600 square feet per gallon, one coat.

*Either raw or boiled.

9. PAINTING METAL

(a) (Here list and describe surfaces to be painted.)

(b) All metal surfaces before priming shall be cleaned thoroughly with steel scrapers, wire brushes or by means of sandblasting where necessary.

(c) Galvanized iron, or all metal surfaces where solder fluids have been used, shall be carefully cleaned with petroleum spirits before any paint is applied.

(d) All metal work shall receive three coats of paint as follows: (Here specify paint to be used for each coat; writing in the formulas if Dutch Boy paste red-lead is to be used; designating by name and number in the case of the Dutch Boy Liquid Red-Lead Paints. If a light-colored finish is wanted on exterior metal, specify for the second and third coat Formulas No. 2 and No. 3 (Page 3), respectively. If a light-colored finish is desired on interior metal, specify for the second and third coat, Formulas No. 25 and No. 26, No. 26-A or No. 27 (Page 8), respectively.)

FORMULA No. 34
Priming Coat—Metal Surfaces
(Orange-Red)

MATERIALS	QUANTITIES
Dutch Boy paste red-lead	100 pounds
Dutch Boy raw linseed oil	1¼ gallons
Pure turpentine	1½ pints
Dutch Boy liquid drier	1½ pints

The above formula makes 4½ gallons of paint which covers about 600 square feet per gallon, one coat. This paint weighs 20.3 pounds per gallon and contains 33 pounds of dry red-lead to the gallon of oil.

(or)

DUTCH BOY LIQUID RED-LEAD No. 1
(Orange-Red)

This paint weighs 20 pounds per gallon, contains 33 pounds of dry red-lead to the gallon of oil and covers about 600 square feet per gallon, one coat.

FORMULA No. 35
Second Coat—Metal Surfaces
(Light Brown)

MATERIALS	QUANTITIES
Dutch Boy paste red-lead	100 pounds
Dutch Boy linseed oil	1½ gallons
Dutch Boy lampblack	½ pint
Pure turpentine	1½ pints
Dutch Boy liquid drier	1½ pints

The above formula makes 4¼ gallons of paint which weighs 20.3 pounds per gallon and covers about 600 square feet per gallon, one coat.

(or)

DUTCH BOY LIQUID RED-LEAD No. 6
(Light Brown)

This paint weighs 20.3 pounds per gallon and covers about 600 square feet per gallon, one coat.

FORMULA No. 36
Third Coat—Metal Surfaces
(Black)

MATERIALS	QUANTITIES
Dutch Boy paste red-lead	25 pounds
Dutch Boy lampblack	1½ gallons
Dutch Boy C. P. prussian blue	½ gallon
Dutch Boy linseed oil	1½ gallons
Pure turpentine	1 pint
Dutch Boy liquid drier	1 pint

The above formula makes 5 gallons of paint which weighs 11.5 pounds per gallon and covers about 700 square feet per gallon, one coat.

(or)

DUTCH BOY LIQUID RED-LEAD No. 8
(Black)

This paint weighs 11.5 pounds per gallon and covers about 700 square feet per gallon, one coat.

NOTE: [illegible]

9-A. PAINTING METAL WHEN QUICK DRYING IS REQUIRED

Whenever conditions demand quick drying Dutch Boy Quick-Drying Red-Lead Primer should be specified.

Dutch Boy Quick-Drying Red-Lead Primer is a straight red-lead paint weighing [illegible] pounds to the gallon. Its quick drying properties [illegible] through the use of a synthetic resin vehicle. It dries for recoating in from two to six hours. It is specially adapted for use in painting ships, water tanks and other equipment which cannot be conveniently kept out of service for an extended period.

Dutch Boy Quick-Drying Red-Lead Primer dries to a hard, firm, yet elastic film, uniform in thickness. It adheres tightly to metal, holds well the paint coats applied over it, and will stand severe rubbing. On exposure, it is resistant to the softening action of water. It may be used for all coats. For inspection purposes succeeding coats can be tinted to brown by the addition of from ¼ to ½ pint of lampblack per gallon. If the proportion is increased beyond ½ pint to a gallon, the lampblack should be ground in japan.

GOOD PAINTING AND HOW TO ASSURE IT

The painting specifications are based not only on our own constant testing of paints and painting methods under actual service conditions but also upon the practical knowledge and experience of skilled painters. But no matter how essentially sound they may be, the usefulness of these specifications to any particular individual depends chiefly on his acceptance of white-lead and red-lead as satisfactory paints for the job he is considering at the time.

In other words, the specifications represent standard practices and it seems only logical to devote a portion of the space to a discussion of the facts upon which the recommendations are founded. In this way the picture will be complete. It will include the "why" as well as the "how" of specifying Dutch Boy paint products.

NOTES ON EXTERIOR PAINTING

Paint is specified for exterior surfaces to bring about a combination of benefits including preservation and better appearance. The exterior surfaces for which it is fittingly specified include practically all the common building materials . . . wood, concrete, brick, stucco, stone, metal. But no matter what the purpose nor what the surface, the man who pays the bill wants the paint that is specified and used to function longer than any other paint that might have been used. In short he wants maximum paint life and, usually, minimum paint cost.

So it becomes the problem of those responsible for the specifications to merge these two requirements into realization. This can be done and has been done on numberless occasions through the selection of white-lead.

That is to say—white-lead has a long, proved background of practical use behind it. It takes years, as a rule, to prove whether a paint or a painting method is sound. There are plenty of instances where trouble has developed ten years after the wrong materials were employed or the wrong method followed. But white-lead has been used for many generations. Its qualities have been attested by thousands upon thousands of actual paintings and repaintings. Its performance thus becomes a matter of past knowledge and not a matter for future speculation.

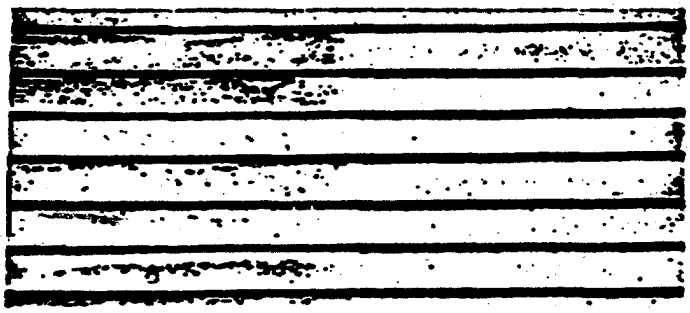
This is why we can say that white-lead is a safe paint to specify and a safe paint to use, a statement which remains true not only under ideal laboratory conditions but in practical, everyday situations as well. In other words, white-lead is a paint with a generous margin of safety. Factors that may be beyond the specifiers control, such as poor weather conditions at the time of painting, are rendered less hazardous. Of course, such unfortunate happenings do affect the life and the appearance of any paint job but the more foolproof the paint, the less the damage.

Another fact that should never be forgotten is that today's painting governs tomorrow's repainting. Paint must wear out . . . must be replaced sooner or later. How soon and how inexpensively depends on what is done now.

It is a simple, arithmetical truth that the longer repainting can be postponed safely, the less the cost per year for the original painting. It is likewise true that the cost of the repainting will be much less if the old surface requires no more preparation than dusting off loose dirt. That's all a white-lead job needs. White-lead wears down slowly and evenly . . . an action known as "chalking." One of its great advantages is that the surface is smooth and unbroken when it is time to repaint.

The specifications contained in this booklet also cover the use of red-lead for painting iron and steel surfaces. It requires little argument to prove that exposed surfaces of iron and steel need continual paint protection. Frequently, a few hours in the weather is enough to start rust on bare metal and once started rust never rests. Rust spots soon develop into damage spots and in a few months can seriously endanger an expensive structure.

Pure red-lead paint has the faculty of sticking so tight to metal that it becomes almost a part of the surface it covers. Red-lead has long been so prominent in the protec-



This photograph [illegible] views on a double house with its own story about paint. The owner of the left side of this [illegible] "saved" money on the second coat of the paint job. He paid $16 less than the owner on the right side who put on a white-lead job. Both jobs were two years old when the picture was taken. The "cheap" paint job is through. The white-lead job is still good for plenty of service.

TO ASSURE IT

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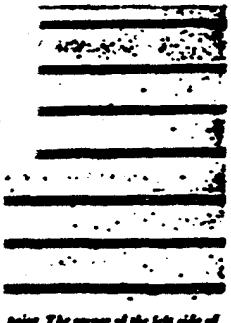

paint. The corner of the left side of
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tion of metal as white-lead is in the preservation of wood and other surfaces. Most of the important structures in the world have had red-lead protection ever since the metal left the mill.

The long wear and resultant economy of Dutch Boy red-lead is a matter of record and the same arguments we have used to justify the specifying of white-lead apply with equal truth and force to this standard metal protecting paint. It is always to the best interests of the architect or engineer, the owner and the structure itself to specify red-lead paint—Dutch Boy red-lead paint—of proper type and formulation to fit the job to be done.

NOTES ON INTERIOR PAINTING

To properly choose an interior paint the standard for judging it must first be determined. On many jobs—probably on most jobs—the standard is appearance.

In this respect, white-lead is really in a class by itself. There is no other paint that gives quite the same effect—an effect which can best be described as a solid, rich beauty of finish. For many generations this quality has made white-lead the unquestioned choice for fine interiors. The elaborate decorations of church interiors, the impressive treatments of the important rooms in hotels and public buildings, the best effects in homes, all have been achieved with white-lead paint.

White-lead must necessarily bring this same beauty of finish, this same fine appearance to all interiors for which it is used.

Another factor related to appearance is color. So often it is imperative that an exact shade or tint of color be employed to effect the architect's purpose or to fit in with a particular structural design. White-lead, being a custom-made paint mixed on the job, can be tinted to just the right color with Dutch Boy colors in oil. The architect, the decorator and the owner will all receive the effect they want, not just something approximately like it.

On the other hand, the standard for judging the value of an interior paint might be durability. That is, the type of durability that will successfully withstand cleaning with soap and water as well as the ordinary wear and mechanical abrasion to which most interior surfaces are subject.

Here again, white-lead mixed as recommended in these specifications has unique advantages. The resulting flat paint produces a thoroughly "cleanable" surface—one that can be scrubbed as frequently as necessary to keep it in good condition. It is a flat paint that is daily demonstrating its durability under actual service conditions.

There are times, just as in the specifying of outside paint, when cost becomes the all-important factor. Even on this basis white-lead has nothing to fear if all the phases of cost are considered. There are interior "flats" sold for a lower price per gallon, of course, but application has a vital influence on interior painting costs. Dutch Boy goes on so easily and levels out so smoothly that a man can paint more surface per hour. Thus the labor charge per square foot applied is lowered. Also, Dutch Boy white-lead covers at least 800 square feet per gallon on smooth plaster which makes it an economical paint from the standpoint of the quantity needed for the job.

So, no matter what the yard-stick for selecting an interior paint may be, Dutch Boy white-lead will work out to the advantage of the man who foots the bill. It is a flat paint that will stand out against the field in any reasonable and fair test and one that the architect can specify with perfect confidence both as to its immediate satisfaction and its future performance.

WALKED ON---

Just to prove the remarkable cleanliness of white-lead flat paint we put it through a special scrubbing test. We coated of painting it on a wall we used a square of wall-board that could be walked on. For a full week, lying on the floor in a busy doorway, this panel was trampled upon by hundreds of feet. Dirt and paint . . . dust and tar . . . grind and scrub were there just until the original white became a very dirty gray.

Even this wasn't all. If the panel's walked on but many of them are soiled with such things as grease, lipstick, ink, shoeblacking, oil and paved marks. So all of these were streaked on the already mistreated painted surface. Then it was washed. Water and washing powder cleaned this paint so that it looked practically new again.

This, we repeatedly submit, is every bit as much the kind of wear that you should put from the flat paint you specify . . . as that your client is not getting everything from his paint dollars.

WASHED---

SMEARED---

---CLEANED!