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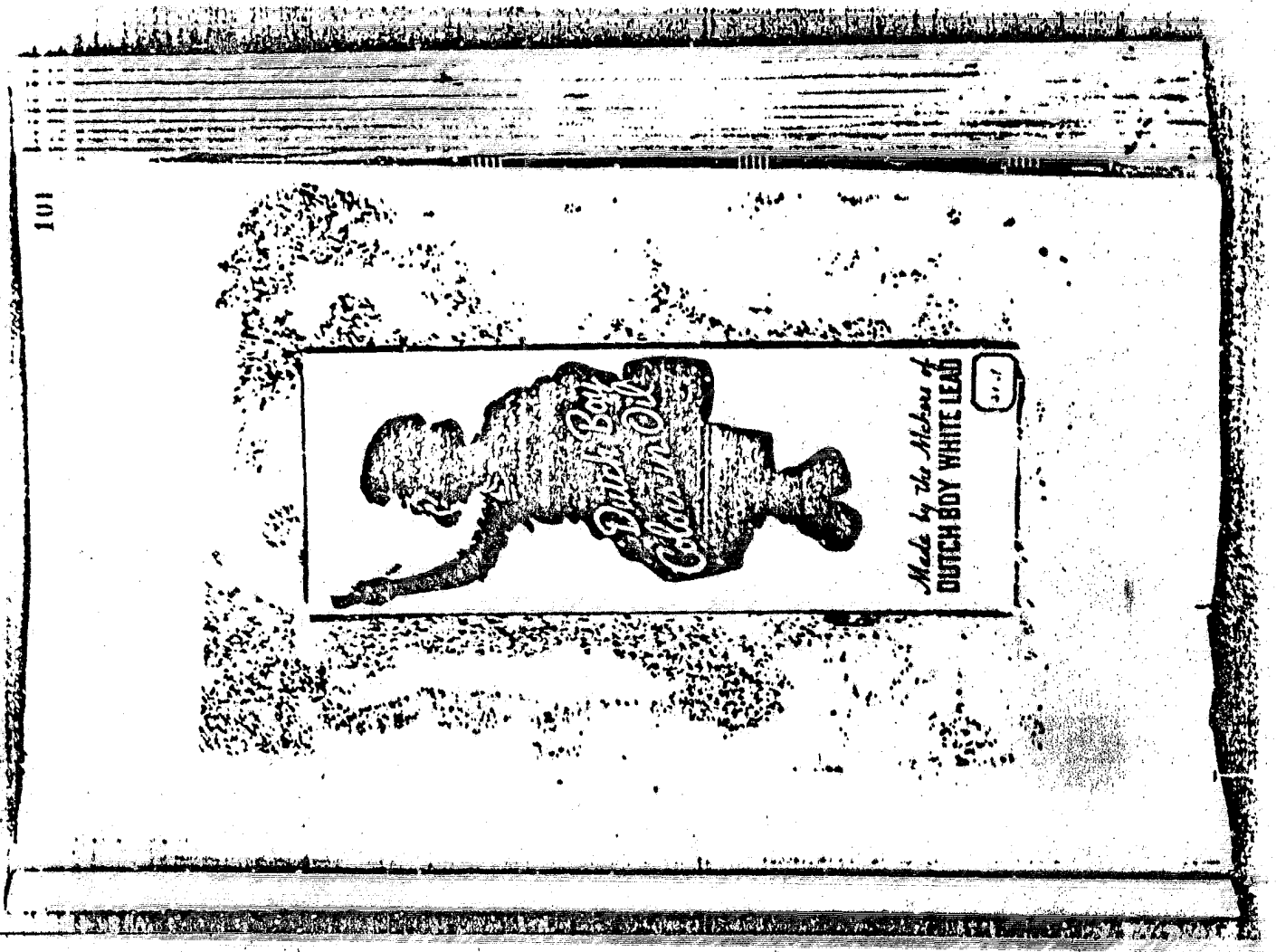
NLI 113046



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When you complete a paint job WHAT YOUR CUSTOMER SEES IS COLOR

OUTSIDE or inside—the attractiveness of your paint jobs depends to an important degree on color. Even white jobs demand color contrast for pleasing brilliance. As a contracting painter you deal in color. Therefore make no mistake in the colors in oil that you use.

True tone—high tinting strength—smooth texture—quick dispersion—these are qualities to look for and demand in the colors in oil you buy. They are the qualities you get with Dutch Boy Colors.

Tone is the most important require ment for any color in oil to pos sess—true tone in both the straight form and when the color is extended to the lighter tints. Tone or hue is what gives a color its individuality. True tone is most easily distinguished when the color is brought down to a tint. The tint is clear and sharp with no dirty off-taste of grey, blue or brown as the case may be.

Above everything else, every Dutch Boy Color possesses true color tone. Nothing is more important to you in securing the shades and tints your customers will like. Full, rich tap root in the straight color and clean, sharp undertone in the tints are characteristic of all Dutch Boy Colors.

Tinting Strength measures the amount of color in oil required to tint a certain volume of white paint to a certain shade. It is indeed an important quality, but only when combined with true tone. Why? Because in creased tinting power is usually got into colors in oil by sacrificing true tone and allowing a slight blue or grey cast. So look for these two qualities combined in your colors in oil—true tone and tinting strength.

When you use Dutch Boy Colors you can be sure that you are getting both maximum tinting strength and true color tone. Not only are you getting economy through need no less color but you are getting quality through clear, sparkling tints.

Texture in colors in oil is always governed by quality. Proper milling is the only thing that will insure the fine est and smoothness you need. It is easy to test: just rub a small quantity between the finger tips. This will read ily indicate whether any coarse particles are present.

The rigid manufacturing standards for Dutch Boy Colors rule out any possibility of coarse particles or hard lumps. Careful selection of materials and proper milling always go with Dutch Boy Colors in Oil.

Dispersion or the ability to mix quickly and thoroughly into the paint is important because it saves you time and effort in stirring. It also tends to eliminate any danger of lumping with its consequent danger of streaking. On the other hand, the colors in oil should not be ground to a consistency where working also will be encouraged.

Dutch Boy Colors are mild. They re quire no thinning. They mix directly into your paint and disperse quickly and completely. No lumps. No strik ing. Not liquid in form but a stiff, buttery paste to give you quick dispersion without loss of tinting strength.

Half-Pint, Quart and Gallon Cans

Dutch Boy Colors are sold in bright top cans—half pints, quarts and gal lons. Many of the colors are also available in tubes, holding approximately an eighth pint.

IMPORTANT NOTE

1 In preparing the best combination of each color in oil shown on this card, it is intended, under ordinary conditions, that should be used in the proportions called for. Slight deviations sometimes may be necessary to obtain these tints throughout the card.

2 These are certain hardwood pigments in the tints and should not be used on a white ground or tinting paste. If in the mixed to reproduce as closely as possible any of the tints on this card, use enough white to the tint desired. Remember, however, that the greater the percentage of white used, the more difficulty in reproducing the shades you expect.

NATIONAL LEAD CO.

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