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A SPECIAL PRIMER for use in WHITE-LEAD PAINTING

"Give us," said painters, "a primer that will enable us to do a first-class job on new plaster with white-lead."

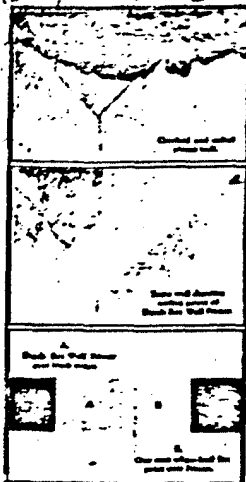
"Give us," said painters, "a primer easy, quickly designed to suit today's type of plaster."

And we answered with Dutch Boy Wall Primer—the primer and paint coat combined.

The ideal wall primer is one which (a) adheres with a real emulsion coating, the unevenly porous surface of plaster and other materials such as wall-board; which (b) produces a tightly adhering foundation that will allow the next paint coat to gain a secure anchorage and so form a perfect bond; which (c) seals fissures; which (d) dries neither so quickly as to form merely a surface skin, nor so slowly as to postpone too much to stop work. Such a product is Dutch Boy Wall Primer. What's more, it is a full-bodied paint as well, carrying sufficient pigment to hide even a very dark, discolored surface.

Three simple tests, which any painter can make, will bring out many features of Dutch Boy Wall Primer. These tests are far more convincing than type on paper.

To get an idea of this primer's working qualities and to prove its modern surface-stopping power, cut in a piece of wall



board or insulating board, or a small area of wall in your shop. Notice how well the primer covers and also how evenly it flows out and levels up. In a few hours it dries dust-free and, though you may have used the roughest, most porous wall board obtainable, there will be no fat spots and you will have a surface that is in prime condition to receive the next coat of paint.

To convince yourself that Dutch Boy Wall Primer takes hold with a firm grip and remains elastic, cut a piece of tin and let it dry. Then to it and bend the tin. It will be practically impossible to find a cracked or loosened place in the primer coating. That proves adhesion and elasticity.

As to opacity or hiding power, you need only make a dark smudge on the wall and spread a handful of Dutch Boy Wall Primer across it. The spot will scarcely be visible through just a single coat.

What does all this mean? Simply this: that today a painter can take a job of wall priming and feel reasonably sure he will be able to meet even the most severe conditions. He may not approve of the practice of applying two coats where three are needed for the best type of work but he must take these jobs as law some business. Dutch Boy Wall Primer makes good two-coat white-lead work entirely possible. It works equally well on all interior walls, whether they be plaster, wall-board, insulating board, brick or concrete.

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Other important facts about Dutch Boy
Wall Primer are: It has a spreading rate of
smooth plaster of about 100 square feet per
gallon. It works easily under the brush. It
is a coat of paint. It does not settle in the
containers. It forms no thick, wasted top-
skin, even in open cans. It is a Dutch Boy
product and everything that that means.
Sold in half-gallon and one-gallon cans,
five-gallon kets and thirty-gallon barrels.

Two or Three

On cement work, use this one primer
just as it comes from the can but mixed to
about the finishing coat color, for the first
coat. Tack up with the same brand primer,
or, one had better to at least. Apply
finishing coat made from Dutch Boy or
Carter heavy grade white-lead mixed with
Dutch Boy flitting oil.

On masonry 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 flitting
oil for paint to each gallon of which is a
large added one quart of Dutch Boy Wall
Primer. Apply finishing coat made from
heavy grade white-lead and flitting oil.

Dutch Boy Wall Primer may also be used
to advantage on the first coat on old painted
work. Ordinarily one quart of primer should
be mixed with each gallon of paint made
from white-lead and flitting oil, for the
first coat. Where surfaces are very bad,
mix Dutch Boy Wall Primer in ratio
needed. Apply finishing coat made from
heavy grade white-lead and flitting oil.

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