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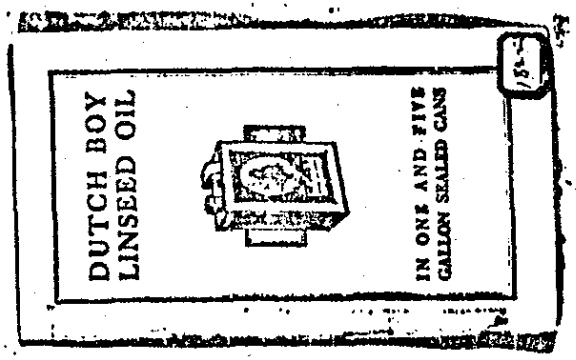
NLI 109



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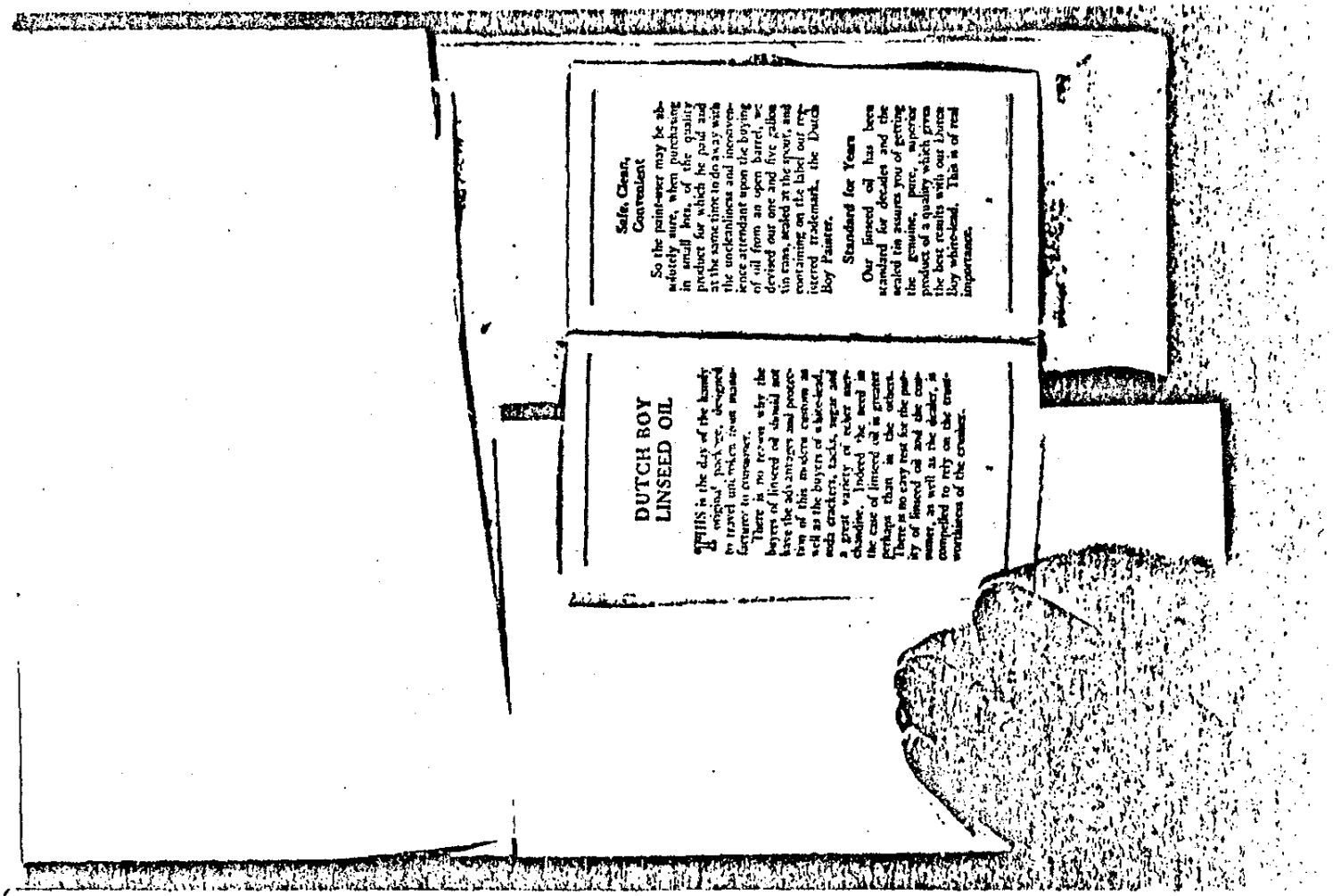
NLI 109699



Safe, Clean, Convenient

So the paint-user may be absolutely sure, when purchasing in small lots, of the quality product for which he paid and at the same time to do away with the uncleanliness and inconvenience attendant upon the buying of oil from an open barrel, we devised our one and five gallon tin cans, sealed at the spout, and containing on the label our registered trademark, the Dutch Boy Painter.

Standard for Years

Our linseed oil has been standard for decades and the sealed tin assures you of getting the genuine, pure, superior product of a quality which gives the best results with our Dutch Boy white-lead. This is of real importance.

DUTCH BOY LINSEED OIL

THIS is the day of the handy original package, designed to travel unchanged from manufacturer to consumer.

There is no reason why the buyers of linseed oil should not have the advantages and protection of this modern custom as well as the buyers of sugar, soda crackers, tacks, sugar and a great variety of other merchandise. Indeed the need is the case of linseed oil is greater perhaps than in the others. There is no easy test for the purity of linseed oil and the consumer, as well as the dealer, is compelled to rely on the trustworthiness of the maker.

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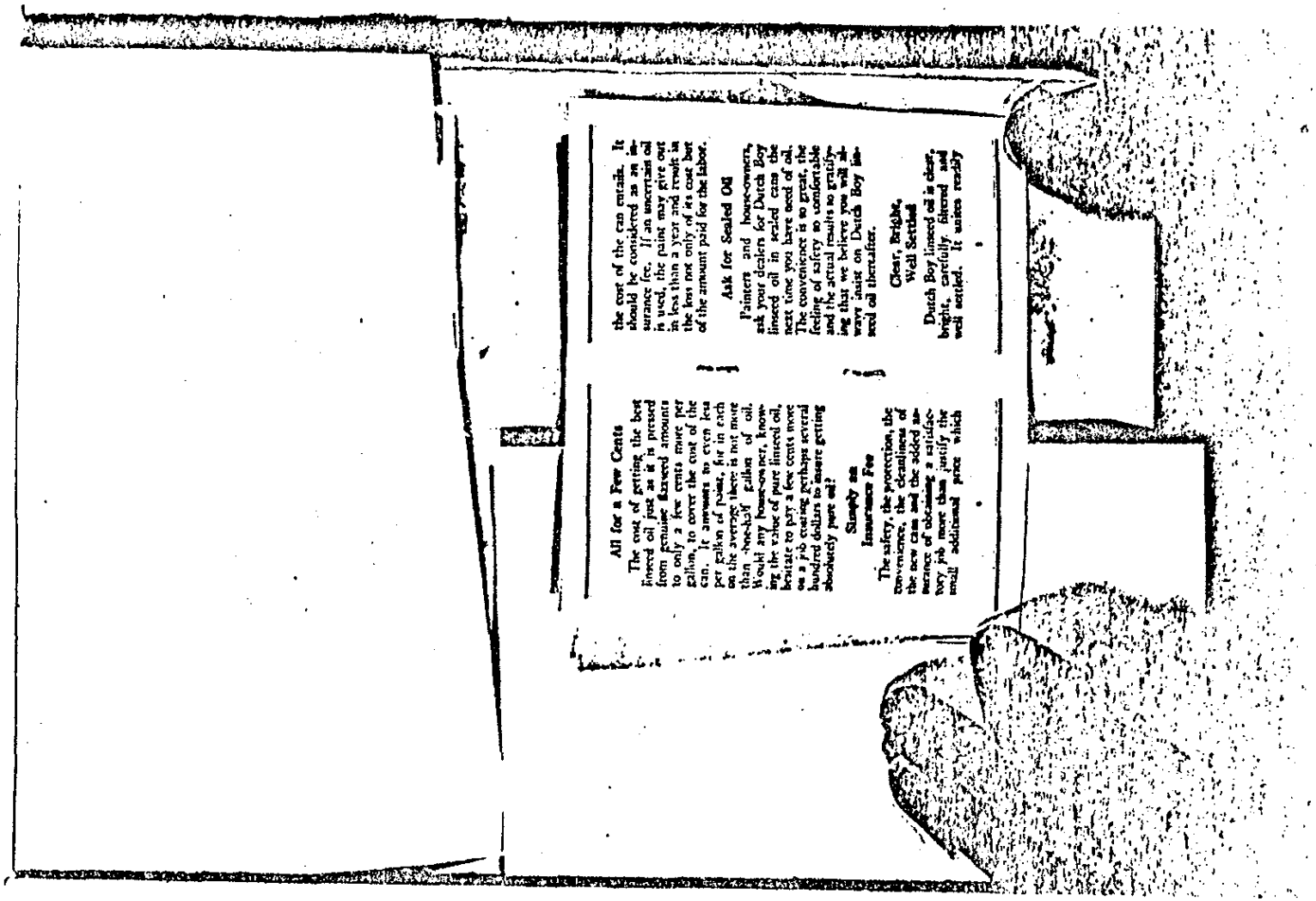
NLI 109700



the cost of the can entails. It should be considered as an insurance fee. If an uncertain oil is used, the paint may give out in less than a year and result in the loss not only of its cost but of the amount paid for the labor.

Ask for Sealed Oil

Painters and housewomen, ask your dealers for Dutch Boy linseed oil in sealed cans the next time you have need of oil. The convenience is so great, the feeling of safety so comfortable and the actual results so gratifying that we believe you will always insist on Dutch Boy linseed oil thereafter.

Clear, Bright, Well Settled

Dutch Boy linseed oil is clear, bright, carefully filtered and well settled. It eases readily

All for a Few Cents

The cost of getting the best linseed oil just as it is pressed from genuine flaxseed amounts to only a few cents more per gallon, to cover the cost of the can. It amounts to even less per gallon of paint, for in each on the average there is not more than one-half gallon of oil. Would any housewife, knowing the value of pure linseed oil, hesitate to pay a few cents more on a job costing perhaps several hundred dollars to insure getting absolutely pure oil?

Simply an Insurance Fee

The safety, the protection, the convenience, the cleanliness of the new cans and the added assurance of obtaining a satisfactory job more than justify the small additional price which

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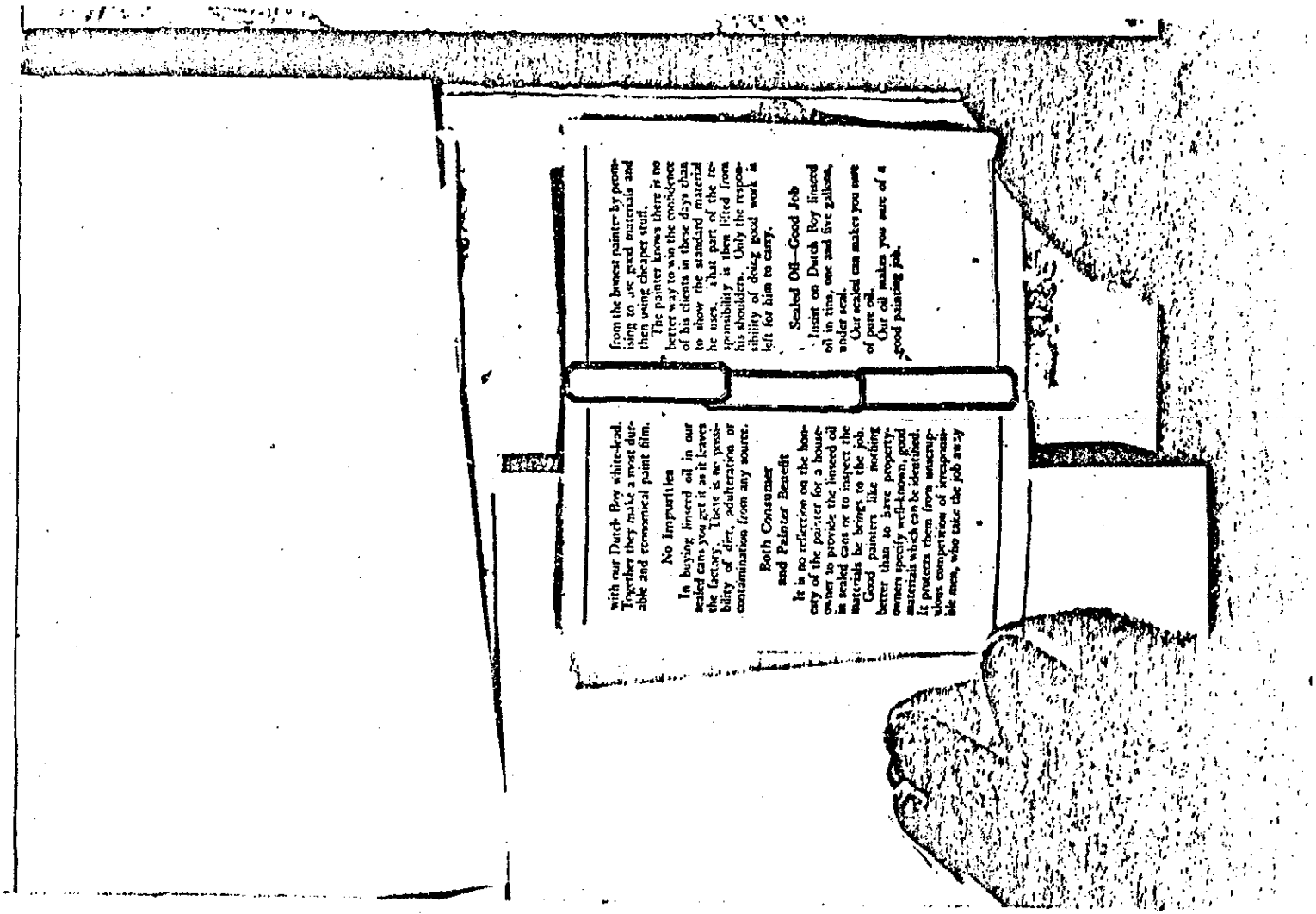
NLI 109701



from the honest painter by promising to use good materials and then using cheaper stuff.

The painter knows there is no better way to win the confidence of his clients in these days than to show the standard material he uses. That part of the responsibility is then lifted from his shoulders. Only the responsibility of doing good work is left for him to carry.

Sealed Oil—Good Job

Insist on Dutch Boy linseed oil in tins, one and five gallons, under seal.

Our sealed can makes you sure of a pure oil.

Our oil makes you sure of a good painting job.

with our Dutch Boy white-lead. Together they make a most durable and economical paint film.

No Impurities

In buying linseed oil in our sealed cans you get it as it leaves the factory. There is no possibility of dirt, adulteration or contamination from any source.

Both Consumer and Painter Benefit

It is no reflection on the honesty of the painter for a house-owner to provide the linseed oil in sealed cans or to inspect the materials be brings to the job. Good painters like nothing better than to have property-owners specify well-known, good materials which can be identified. It protects them from unscrupulous competition of irresponsible men, who take the job away