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IT'S GETTING AROUND...



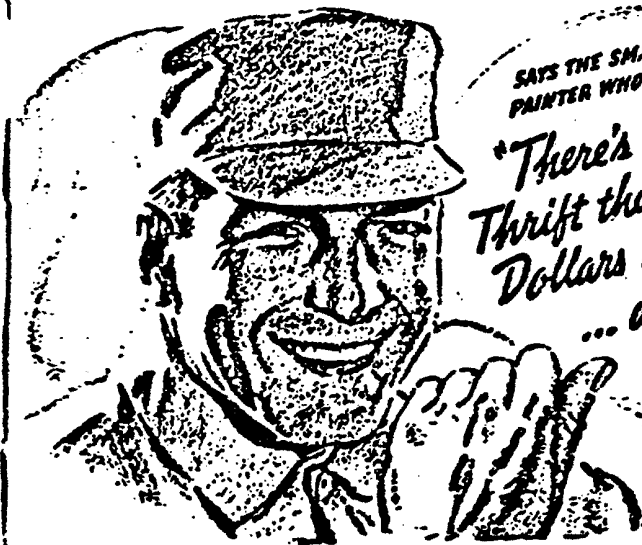
*How to take the big X
out of the enemy*



4-11-4

DUTCH BOY
Soft Paste
WHITE LEAD

is the Real Answer!



SAYS THE SMART THRIFTY
PAINTER WHO'S A DUTCH BOY USER:

*"There's no 'IF' in the
Thrift that puts Extra
Dollars into my pocket
... and Extra Value
into the job!"*

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THRIFTY
with your Time!

**Convenient
VOLUME MIXING**

REPAINTING EXTERIOR WOOD

FIRST COAT



FRESH COAT



UNPAINTED WOOD: Two parts with 3 parts white lead, 4 parts linseed oil, 2 parts turpentine. Then use above mix.

USE OF OILS: Add 1/2 pint of oil to each gallon of paint. If more linseed oil is used, brush should be dipped in oil.

INSIDE PLASTER AND WOODWORK:

Dutch Boy Soft Paste produces an interior flat just as quickly and conveniently as it does exterior house paint. It is a long wearing paint, too, with a solid beauty of finish that pleases particular customers. Here's the way to mix it for repeat work on interior plaster and woodwork.

FRONT AND BACK COATS: The usual ratio by volume of white lead and lead thing oil for the same ratio for both coats.

IMPROVED PLASTER: Two parts with Dutch Boy Soft Paste or with 3 parts white lead and 4 parts lead thing oil. Two are above and one below.

IMPROVED WOODWORK: Two parts with 3 parts white lead, 3 parts linseed oil and 1 part turpentine. If you have used oil to coat wood, 1/2 pint of brush oil to each gallon of paint should be added all together to the above 7 then use above mix and brush work.

NATIONAL LEAD COMPANY

Atlantic Branch

111 BROADWAY • NEW YORK, N. Y.

THRIFTY
with your Money!

\$2.29 PER GALLON

and this **THRIFTY**
Dutch Boy is also
Triple Improved

1. Whiter White!
2. Improved Body!
3. Better Hiding!

Here's more news! Your old friend Dutch Boy Soft Paste White Lead has been Triple Improved.

Yes, the Dutch Boy has found 3 ways to make Dutch Boy Paste Lead even better. Three mighty important ways to every painter:

1. First, he has made it whiter than ever. That means clearer whites; cleaner, crisper tints; a brighter, better job!
2. Second, he's improved the body. The new Dutch Boy actually makes a heavier paint—a better paint.
3. Third, he's given it increased hiding power. It not only produces more solid looking jobs but actually covers more surface!

Go Thrifty...with DUTCH BOY

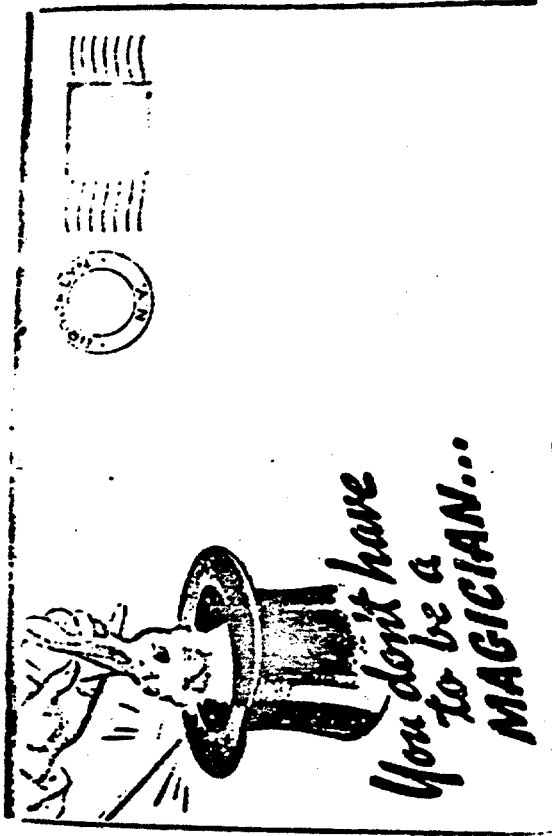
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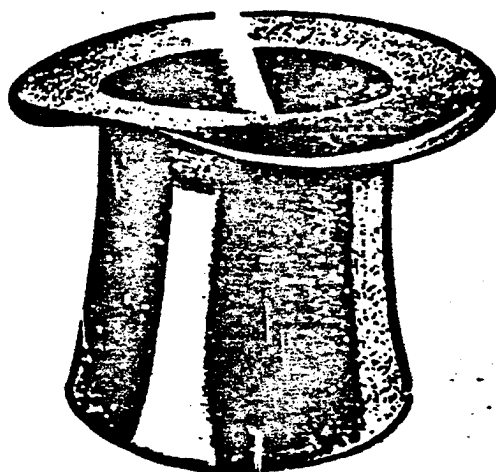
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...and you need
no MAGIC WAND



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to get the most out of

Soft Paste

WHITE LEAD

The volume mixing method saves
time and effort in producing pure
white lead paint from Dutch Boy.

TECHNICAL

The low per gallon cost of Dutch
Boy saves money for YOU. The low
upkeep of a Dutch Boy paint job
saves money for YOUR CUSTOMER.

IMPROVED

Today's Dutch Boy is better than
ever before. Research has given it
greater whiteness, improved body
and better hiding.

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Convenience Economy Quality

are the Reasons DUTCH BOY Soft Paste is every painter's Best

Dutch Boy soft paste white lead is ready to pour as it comes in the keg. Couple this with Dutch Boy's volume-for-volume mixing method and you have a combination that says "keg to brush" in record time. Time saved in getting ready for the job is money saved in your overhead costs. That's the sensible way to beat competition...just one of the ways this modern and convenient Dutch Boy soft paste white lead can help you.

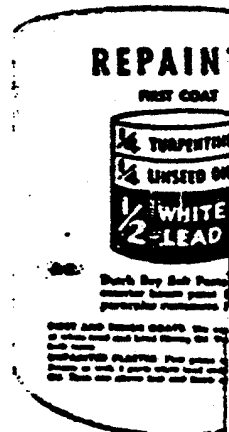
Because you buy Dutch Boy by the pound perhaps you don't realize how little you pay for pure white lead paint by the gallon! It's easy to figure... just add up the cost of all your materials and divide by the number of gallons of paint you get. To give you an idea of how low Dutch Boy's actual cost can be we show below the average for a two-coat repainting job. You cannot afford to pass up Dutch Boy quality at this price.

The Dutch today is better than Company's research white lead that is you get improved white jobs and Second, you get better-working paint and under the improved hiding... better-covered surface

\$2.35
PER GALLON

... and here's
the "EASY MIX"
that saves you time

NATIONAL LEAD COMPANY
Atlantic Branch
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Proven Economy Quality are the Reasons *Soft Paste* *ry painter's Best Bet*

Lead is the key. Time-for- have a rush" in is ready our over- way to se ways uth Boy you.

Because you buy Dutch Boy by the pound perhaps you don't realize how little you pay for pure white lead paint by the gallon! It's easy to figure . . . just add up the cost of all your materials and divide by the number of gallons of paint you get. To give you an idea of how low Dutch Boy's actual cost can be we show below the average for a two-coat repaint job. You cannot afford to pass up Dutch Boy quality at this price.

The Dutch Boy you are getting today is better than ever. National Lead Company's research has brought forth a white lead that is triple-improved. First, you get improved whiteness . . . whiter white jobs and cleaner, sharper tints. Second, you get improved body . . . a better-working paint, in the mixing tub and under the brush. Third, you get improved hiding . . . solid-looking jobs and better-covered surfaces.

35
GALLON

... and here's the "EASY MIX" that saves you time

REPAINTING EXTERIOR WOOD



PRIMER COAT

IMPROVED WHITE: This primer has 2 parts white lead, 1 part turpentine, and 1 part linseed oil. This mixture makes a smooth, solid base for the final coat.

PRIMER COAT

USE 1/2 GALLON of this primer to each square foot of surface to be painted. It will cover 100 sq. ft. of surface.

WHITE PASTE AND WOODWORK

Dutch Boy Soft Paste produces an interior that sets up quickly and economically as it does exterior finish paint. It is a long-wearing, pure, true, with a most beauty of finish and pleasant particular customers. Here is the way to mix it up against such as exterior plaster and woodwork.

SOFT PASTE

SOFT PASTE: This paste is made by mixing 1 part white lead, 1 part turpentine, and 1 part linseed oil. This mixture makes a smooth, solid base for the final coat.

SOFT PASTE

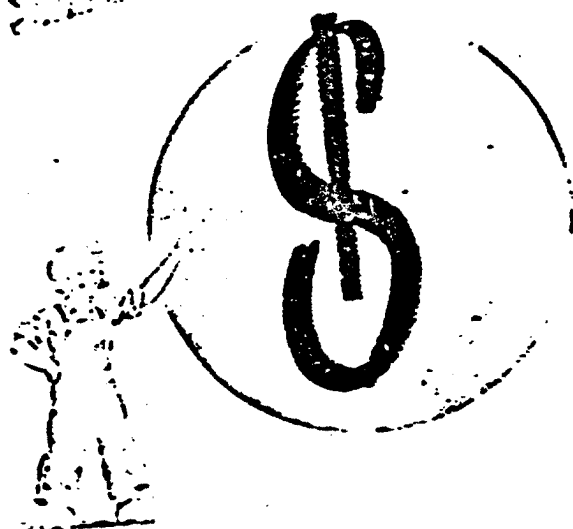
USE 1/2 GALLON of this paste to each square foot of surface to be painted. It will cover 100 sq. ft. of surface.

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Here's the Smart way to
SAVE MONEY AND PREVENT



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We

Soft Paste



A sharp pencil takes big these days. That's why smart painters are switching to Dutch Boy. They can sharpen their pencils without cutting profit or quality. No, this isn't too good to be true—just figure it out. A painter's time is money and the time saved in mixing, through the combination of Dutch Boy's soft paste and the convenient volume mixing method, is

that much money saved on the job. Dutch Boy's LOW PRICE PER GALLON is another way you can cut your materials cost.

And as to quality—don't forget the Triple-Improved Dutch Boy white lead is better than ever. All this means that with Dutch Boy, you can give your customer a quality job at a price that serves him a shock and leaves you a profit.

WHITER WHITE

Dutch Boy's Whiter White has been improved to give you a whiter, more uniform and longer lasting finish.

IMPROVED BODY

This makes the difference between the body of Dutch Boy's soft paste and the body of other soft pastes.

BETTER HIDING

This improved quality is what you want in a soft paste that will last and save money.

LOW COST PER GALLON

NATIONAL LEAD COMPANY

Albany Branch
111 BROADWAY • NEW YORK, N. Y.

Triple-Improved

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CONVENIENT VOLUME MIXING

PRIM COAT

REPAIRING EXTERIOR WOOD

PRIM COAT



PREPARED MIXTURE: For priming and repairing exterior wood, mix 1 part white and 2 parts lead with 1 part turpentine and 1 part linseed oil.



MIXING PLASTER AND WOODWORK

Barb's Dry Salt Paste produces an excellent flat surface and adheres to it as it dries. Consider it your primer for a long-lasting finish. It is a most satisfactory primer for plaster and woodwork.

PRIM AND FINISH COAT: The most sure to adhere to wood and plaster. Mix 1 part white and 2 parts lead with 1 part turpentine and 1 part linseed oil.

PREPARED MIXTURE: For priming and repairing exterior wood, mix 1 part white and 2 parts lead with 1 part turpentine and 1 part linseed oil.

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4-3019

New PURE WHITE LEAD PAINT

Ready for the Brush!

Now—in addition to white lead in the regular paste form—you can get Dutch Boy ready to use. It's pure white lead, too, and it comes in these convenient quantities: quarts, gallons, 5-gallon kits and 20-gallon drums.

This means you can now make every outside job a White Lead job whether you prefer paste lead or paint. Use the regular Dutch Boy or the new Dutch Boy Paint . . . they both bring you all the advantages of pure white lead.



2 FORMS EXTERIOR PRIMER AND OUTSIDE WHITE!
COAT JOB ON NEW OR OLD WORK!

You're in for an eye-opening experience when you try this new Dutch Boy Paint. The 2 forms—Exterior Primer and Outside White—are specially designed for 2-coat painting on new or old wood. You've never used a 2-coat combination with better sealing and hiding. You've never put on a special primer that was so easy on your arm. And on top of that you'll put your stamp of approval on the leveling qualities, the whiteness, gloss and finish of the new Dutch Boy.

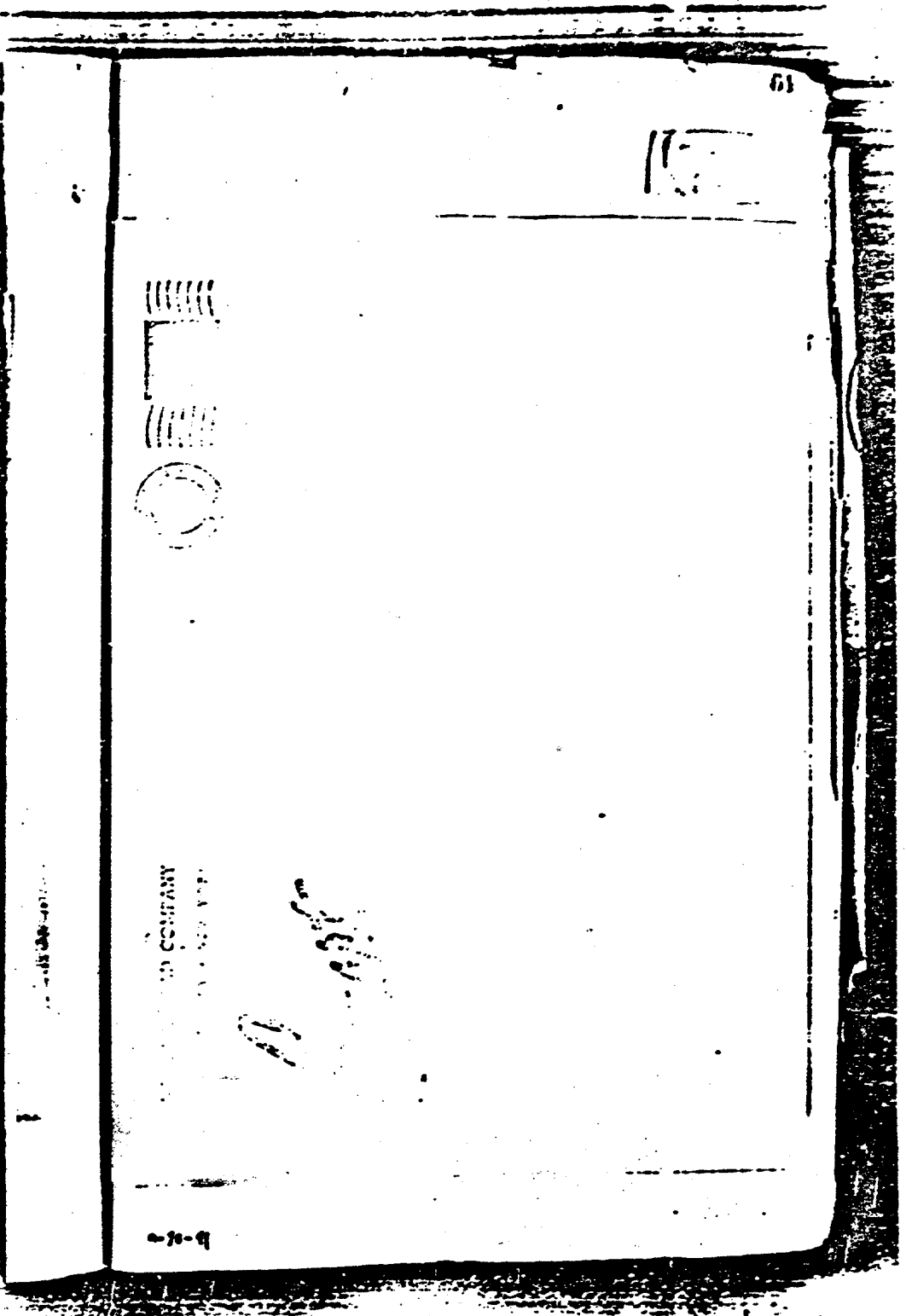
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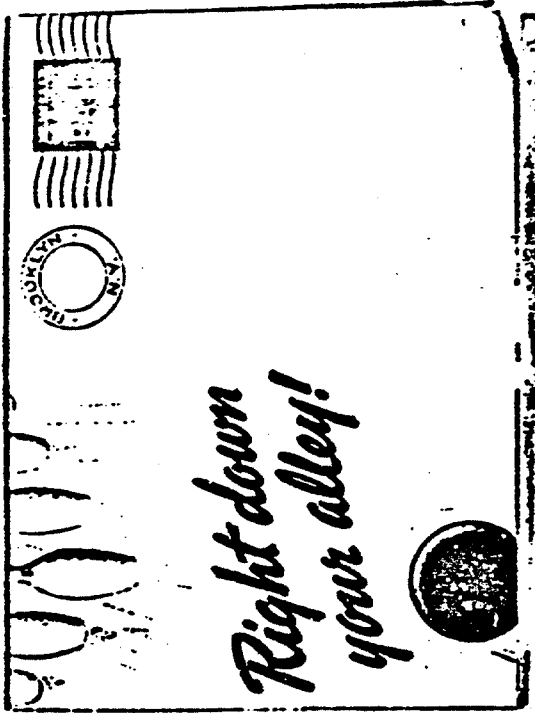
ENCLOSURE



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DUTCH BOY
Soft Paste
WHITER WHITE
BETTER BODY
BETTER HIDING

Triple-Improved

Yes... Dutch Boy is now giving you an even better product than before. He calls it his triple-improved white lead because it's stepped up in three ways: Whiter White—to give you sparkling white jobs and clean tints... Better Body—to give you an easier working paint... Better Hiding—to give you greater coverage.

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Soft Paste

Are you interested in saving time? You can do it by making your pure white lead paint the Dutch Boy way. A soft paste that pours from the keg plus simple volume mixing is a combination that says "leg to break" in record time.

Are you interested in saving money? You can do it by making your pure white lead paint the Dutch Boy way. Figure its per gallon price yourself by dividing the total cost of materials by the total number of gallons. It's low—as you can see by the averaged price at the left.

\$2.35
PER GALLON



TIME SAVING

MONEY SAVING

TRIPLE-IMPROVED

START NOW with Dutch Boy

CONVENIENT VOLUME MIXING
PAINTING OUTSIDE WORK
PAINTING INSIDE WORK



...with a soft paste that pours from the keg plus simple volume mixing is a combination that says "leg to break" in record time. ...
...it's low—as you can see by the averaged price at the left.

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THE FINE ART OF SHAVING

*To shave costs
without cheapening the
quality... that's the
Dutch Boy way*



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SAVE *time*

SAVE *money*

SATISFY *customers*
with

CONVENIENT VOLUME MIXING
REPAINTING EXTERIOR WOOD

FIRST COAT



FINISH COAT



GUARANTEED WOODS: Four parts white lead, 2 parts linseed oil, 2 parts turpentine. Thin mix above two coats.

OIL OF ROSE: Add 1/4 pint of oil to each gallon of paint, if not linseed oil is used. Should be used all summer on doors.

INSIDE PLASTER AND WOODWORK

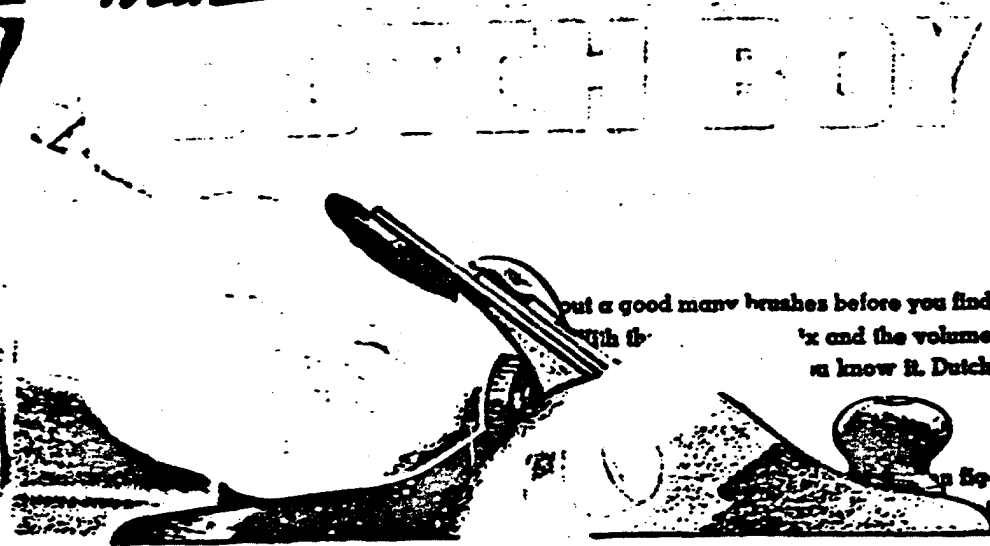
Dutch Boy Red Paste produces an interior flat but on quickly and conveniently as it does exterior house paint. It is a long wearing paint, too, with a solid beauty of finish that pleases particular customers. Here's the way to mix it:

For exterior work on interior plaster and woodwork:

PUT AND FINISH COATS: The equal parts by volume of white lead and Lead Mixing Oil. Use the same paint for both coats.

GUARANTEED PLASTER: Four parts white Dutch Boy Red Paste or white, 2 parts white lead and 4 parts Lead Mixing Oil. Thin mix above first and finish coats.

GUARANTEED WOODWORK: Four parts white lead, 2 parts linseed oil and 2 parts turpentine. It can be mixed all in one with 1/4 pint of turpentine to each gallon of paint mixed. Should be used on doors. Thin mix above first and finish coats.



...out a good many brushes before you find
...x and the volume
... know R. Dutch

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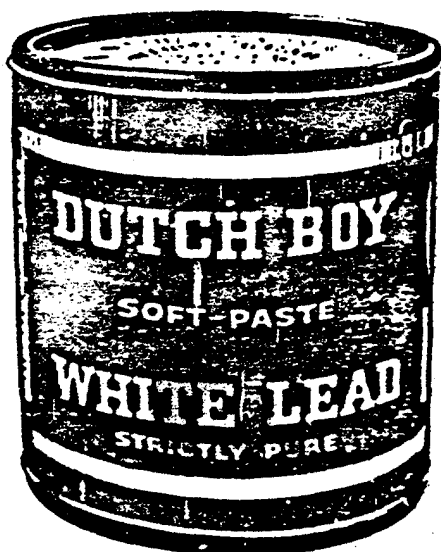
ELI5H

NLT 113020

... You'll wear out a good many brushes before you find
a more convenient lead than Dutch Boy. With the soft paste mix and the volume
mixing method the paint is ready for the brush almost before you know it. Dutch
Boy is a great time-saver.

... Take a good look at Dutch Boy's low cost when fig-
ured by the gallon (see below). It's a price that makes it possible for you to meet
today's competition at no sacrifice of paint quality. And, don't forget that white
lead's long life and slow wear spells economy for your customer, too.

... Dutch Boy soft paste white lead is
better than ever! Triple-Improved. In fact, its white is whiter, its body is better, its
hiding is greater. All of which adds up to give you a better working paint with
greater coverage and spread and paint jobs that fairly sparkle.



\$2.35*
PER GALLON

NATIONAL LEAD COMPANY

Atlantic Branch
111 BROADWAY
NEW YORK, N. Y.

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NLI 113627

New

PURE WHITE LEAD PAINT

Ready for the Brush!

Now—in addition to white lead in the regular paste form—you can get Dutch Boy ready to use. It's pure white lead, too, and it comes in these convenient quantities: quarts, gallons, 5-gallon kits and 20-gallon drums.

This means you can now make every outside job a White Lead job whether you prefer paste lead or paint. Use the regular Dutch Boy or the new Dutch Boy Paint . . . they both bring you all the advantages of pure white lead.



2 FORMS

COAT JOB ON NEW OR OLD

You're in for an eye-opening series you try this new Dutch Boy

—Exterior Primer

specially designed

or old wood. You've

blanching with it

You've never put

so easy on your arm. At

put your stamp of

qualities, the white

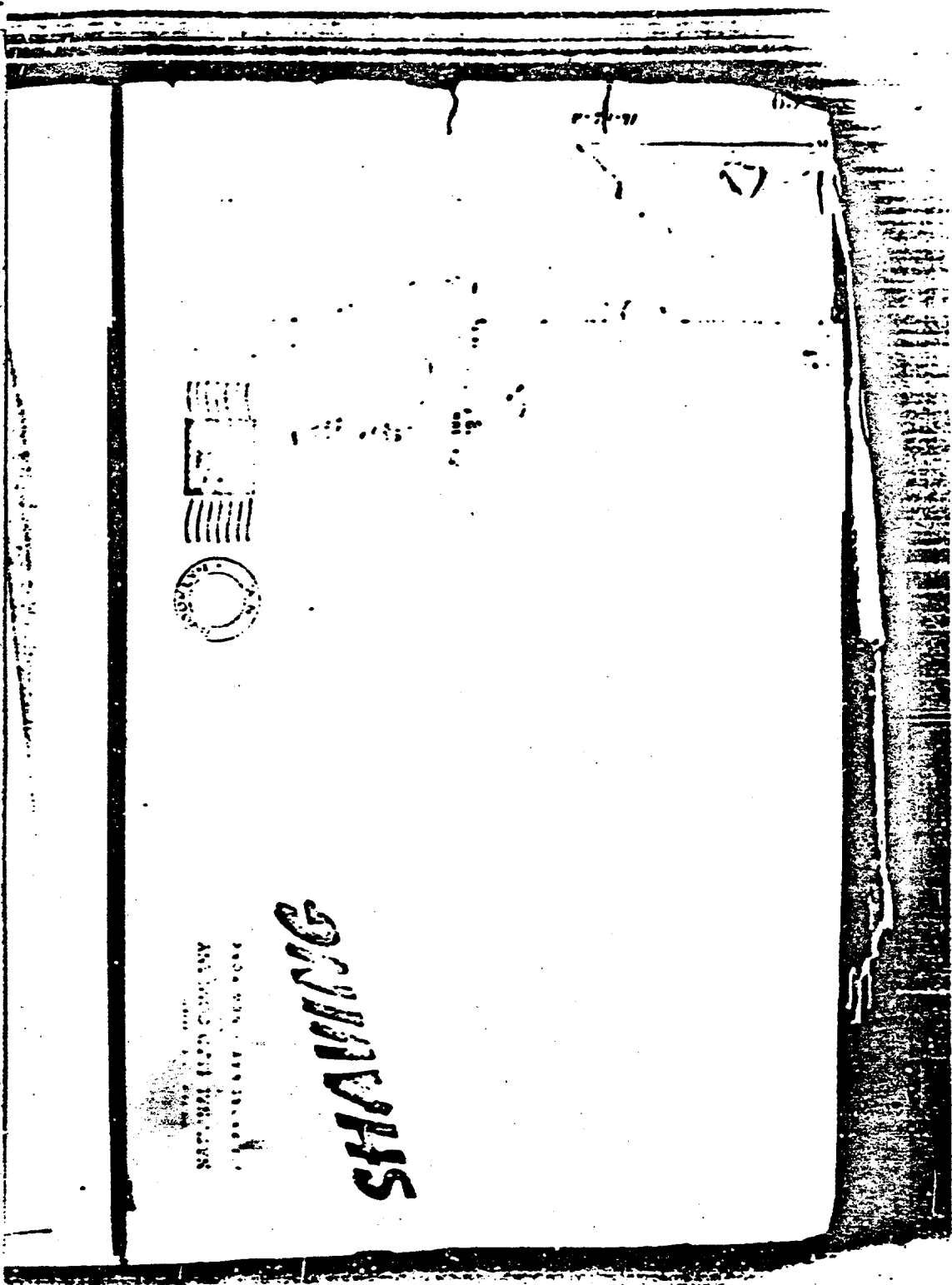
the new Dutch Boy

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ALL 113030



1. Name a famous paint product that can be made ready for the brush in record time?
2. What high quality paint can be produced for as little as \$2.35 per gallon?
3. State in six words the best solution to a painter's troubles?
4. What selection can be called the "Hit of the Year"?
5. To what do these three phrases apply - Whiter White, Better Body, Higher Hiding?
6. When a painter meets a dealer what should he ask for?



And here's the **ANSWER**
to all of these
questions

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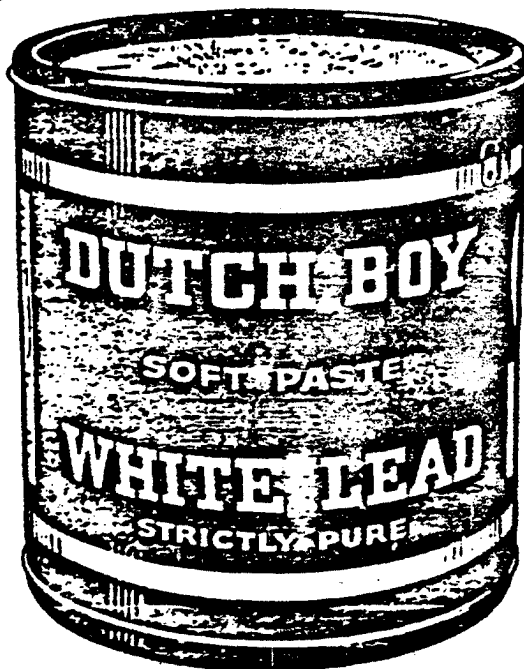
ELECTRO

1. Name a famous paint product that can be made ready for the brush in record time?
2. What high quality paint can be produced for as little as \$2.15 per gallon?
3. State in six words the best solution to a painter's troubles?
4. What selection can be called the "Fit of the Year"?
5. To what do these three phrases apply - Whiter White, Better Body, Higher Hiding?
6. When a painter meets a dealer what should he ask for?



Dutch Boy
SOFT PASTE
White Lead

It's RIGHT
Every Time



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