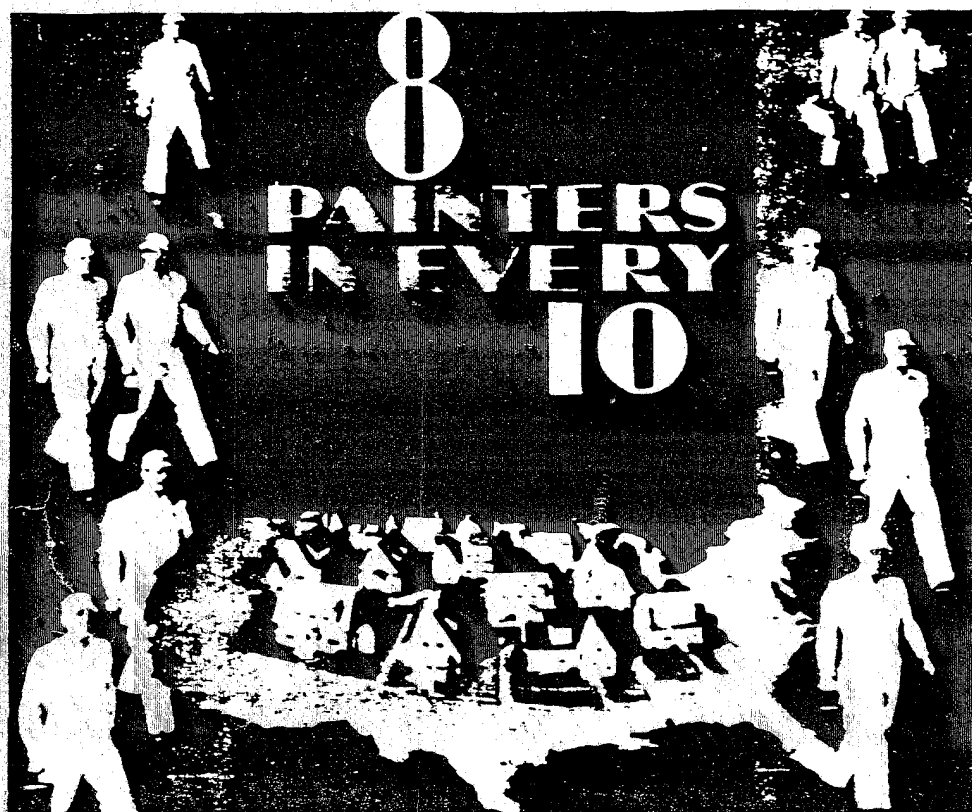




USE DUTCH BOY WHITE LEAD

If the big majority of painters use Dutch Boy White Lead, and a nationwide survey indicates that they do, then there can be no question about the demand for Dutch Boy. According to this impartial survey, 8 out of every 10 painters use Dutch Boy, and they must buy it before they can use it.

Your own experience has no doubt already proved that Dutch Boy customers are worth knowing, worth making, worth keeping.

Dutch Boy White Lead comes in both soft paste and heavy paste forms—in 100 lb. kegs, 50, 25, and 12½ pound pails. You never have to explain Dutch Boy—it's a trade mark that's known wherever paint is sold.



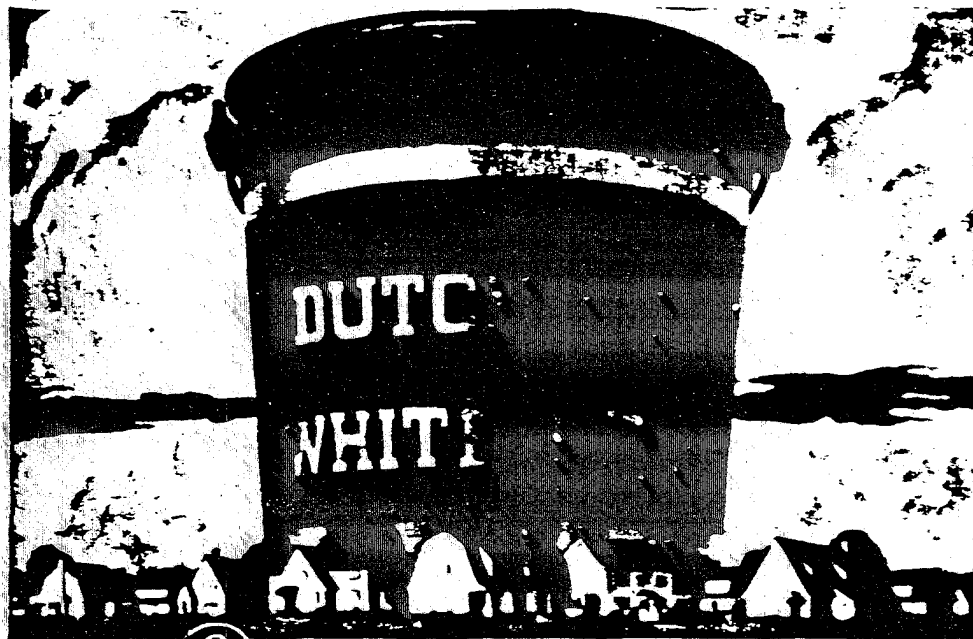
NATIONAL LEAD COMPANY

New York: 110 Broadway, N. Y. 4
 Boston: 100 State Street, Chicago: 90 West
 40th Street, Cincinnati: 1000 Vine St., Cleveland: 122 West
 Superior Avenue, St. Louis: 717 North 1st Street, St. Paul:
 2100 West Fourth Street, Newark: 1000 Broad St., Phila-
 delphia: 15th and Arch Streets, Pittsburg: 1000 Third
 Avenue, Portland: 1000 Third Avenue, St. Petersburg:
 1000 15th St., Toledo: 1000 Broadway, Worcester: 1000



N12414

NL I 001499



8 PAINTERS IN EVERY 10 USE DUTCH BOY

THE Dutch Boy brand has won first place in the esteem of painters and other white lead buyers because it always measures up to the highest standard of purity, quality and uniformity.

This constant, well-established policy of putting quality first has won the recognition of experienced painters everywhere. Witness 8 painters out of every 10 use Dutch Boy.

This overwhelming preference is your best assurance of a steady, untailing demand for this high quality product. It is also assurance of a ready sale for linseed oil, turpentine, and other products mixed with white lead.

Dutch Boy white lead comes in both heavy paste and soft paste forms, in 10 lb. kegs, 5 lb. and 1 lb. pails. The famous Dutch Boy trade mark is on every package.

NATIONAL LEAD COMPANY

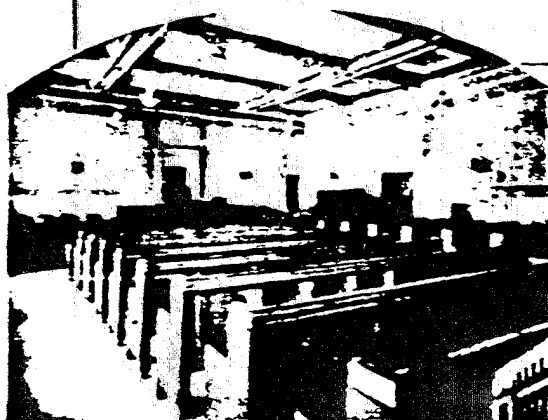
New York, 111 Broadway, Bklyn., 111 10th St., Chicago, 800 West 10th St., Cincinnati, 616 Freeman Ave., Cleveland, 839 West Superior Ave., St. Louis, 722 Chestnut St., San Francisco, 2240 24th St., Boston, National Building, Lead Co., 800 Albany St., Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Ave., Philadelphia, John T. Lewis & Bros. Co., Waterman Building.

Job KD 199—American Paint & Oil Dealer, August, 1930
Hardware Age, August 21
Hardware Retailer, August
Building Supply News, August 5

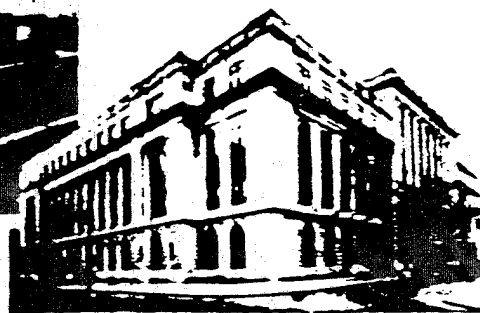
N L I 001500

TRIED IN THIS COURT

(Newark City Hall Extension Bldg., Newark, N. J.)



By the Board of Engineers and Architects, Newark, N. J., in their report on the painting of the Newark City Hall Extension Building, they state: "The Dutch Boy White Lead and Flatting Oil has proved its case."



THE VERDICT

Dutch Boy White Lead has proved its case



It was to be expected that paint made with Dutch Boy should prove to be beautiful, economical and practical for the Newark Court Room just as it has been for hundreds of other jobs all over the country.

For years, building managers and owners have known that paint made with Dutch Boy White Lead and Flatting Oil gives a durable, washable surface with a satiny richness that enhances an interior's attractiveness.

The pigment in this paint—white lead—remains insoluble in water... does not change chemically... does not wash off and leave streaks. Thus, even after long service, paint made with Dutch Boy White Lead and Flatting Oil can still be safely

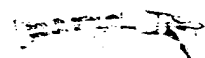
washed... repeatedly... with soap and water.

Dutch Boy White Lead is the ideal paint material for every type of surface... every kind of finish. Interior wall paint... undersatings for enamel... any one of a thousand tints... flat, egg-shell and gloss finishes... and really economical paint for wood, plaster, wall board or metal... all these can be had with Dutch Boy. It is also widely used to secure modern blended and mottled effects and the plastic paint now used where low-relief textures are required to serve a decorative requirement.

It pays to standardize on Dutch Boy White Lead for all your painting jobs. Greater convenience and appreciable economies will surely follow. Send to nearest branch for booklet—"Decorative Possibilities of Paint".



**DUTCH BOY
WHITE LEAD**



The well-known brand of Dutch Boy White Lead is made by the National Lead Company. In permanent color, Dutch Boy White Lead is the best in quality of all white lead in the highest quality.



NATIONAL LEAD COMPANY
New York, 111 Broadway; Buffalo, 116 Oak Street; Chicago, 900 West 18th Street; Cincinnati, 679 Freeman Avenue; Cleveland, 820 West Superior Avenue; St. Louis, 722 Chestnut Street; San Francisco, 2240 24th Street; Boston, National-Boston Lead Co., 90 Albany Street; Pittsburgh, National Lead & Oil Co. of Penna., 316 Fourth Avenue; Philadelphia, John T. Lewis & Bros. Co., Widener Building.

N L I 001501



The Public is "Lead-Conscious"

All intelligent paint buyers recognize white lead as the measure of paint value. For generations, from father to son, this belief—based on countless examples of white lead's long, economical surface protection—has been passed along. Why not cash in on this "lead consciousness"? Make it known that yours is a paint with a high lead content. Help your dealers reduce sales resistance—for quicker, easier profits.

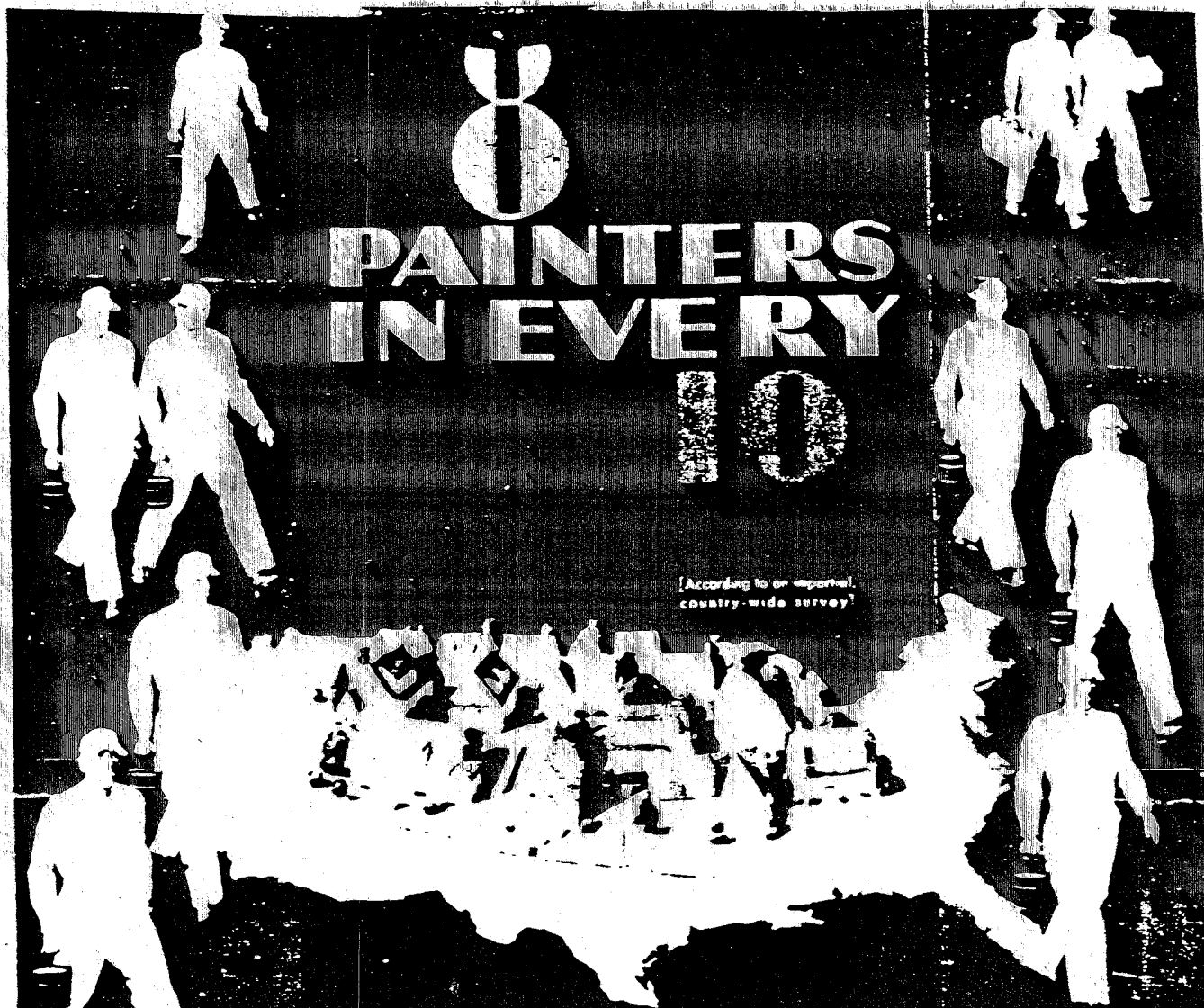


NATIONAL LEAD COMPANY

New York 111 Broadway, Buffalo 116 Oak Street, Chicago 500 West 18th Street, Cincinnati 679 Freeman Avenue, Cleveland 820 West Superior Avenue, St. Louis 722 Chestnut Street, San Francisco 234 Montgomery Street, Boston National Boston Lead Co., 800 Albany Street, Pittsburgh National Lead & Oil Co., 416 Fourth Avenue, Philadelphia John J. Lewis & Bros. Co., Wolcott Building

NL P01502

American Paint and Lead Co. - Feb. 10, 1927 - Long City - Paints - Lead



USE DUTCH BOY WHITE LEAD

No one knows paint like a painter. And since there is one point upon which 8 out of every 10 painters agree, this matter of selecting paint comes down to a mere question of common sense -- 8 out of every 10 painters use Dutch Boy White Lead because Dutch Boy provides a protective coating that lasts—that holds its beauty a long time—that provides just the attractive tints and shades you want—that does not crack and scale and therefore requires no expensive scraping and burning at repaint time. -- Next time your painter writes "Dutch Boy White Lead" into his specifications, remember that "No One Knows Paint Like a Painter" -- White for the inside, "The House We Live In" -- which gives that appearance of the clean and protection of the home. Please ask your painter for the Dutch Boy

NATIONAL LEAD COMPANY

001503

NL I



White Lead for General Painting



Wall Primer

[illegible]

Dutch Boy wall primer brushes easily as it comes from the can and has a smooth spreading rate of 800 square feet per gallon on an inside plaster surface. The ease in brushing and extremely high spreading rate of Dutch Boy wall primer effect a real economy on every job. Furthermore, the primer, because of its fine flowing and leveling qualities, leaves no lap, brush marks or other mechanical blemishes. Sold in five-gallon, gallon, and half-gallon cans.

Dutch Boy linseed oil is pure, clear, carefully filtered and well settled. Sold in 1 and 5 gallon sealed cans bearing the Dutch Boy trade-mark. Our linseed oil is also obtainable in half barrels and barrels.

Most inside painting today is done in either flat or eggshell gloss finishes such as are obtainable by reducing heavy paste white lead to brushing consistency with Dutch Boy flatting oil.

When white lead is thinned with fatting oil an interior paint results which possesses many points of excellence. It has good working and hiding qualities. It is easy to apply. It levels itself nicely leaving no brush marks. It sets slowly so that large areas can be worked without risk of laps or joints.

Some of the finest interior decorating jobs in the country have been done with white lead and flinting oil paint. The beauty and charm of the finish it gives, the all-around economy of this paint and its thorough washability recommend it for all types of interior work—plain wall brushes, mottled, figured and textured effects, the Tiffany, etc. The washability of a white lead and flinting oil finish is a point that should not be overlooked. This paint can be washed without injury not only a few months after it is applied but throughout its life time. Its pigment, white lead, is insoluble in water and remains so, not changing chemically under normal exposure indoors. Thus there is no sightly streaking due to washing off of some of the pigment. Dutch Blue flinting oil is sold in quart, gallon and five-gallon cans, sealed at the spout.

Pure white lead, properly thinned to suit the special conditions under which the paint is to be used, gives the best protection for wood and other building materials except metal. When it comes to the painting of metal, white lead (though good for the purpose) must yield first place to pure red lead.

The chief requirements of a protective coating for metal are that it should have the ability to stick firmly to metal and that it should keep moisture which, combined with air, forms rust, from getting through. The paint must also be able to resist the destructive action of atmospheric gases, acid from the surface oil, and salt spray near the sea coast. Paint made of pure red lead meets these requirements. It is insoluble in water, unaffected by ordinary atmospheric gases, adheres closely to metal, and is a true rust preventive.

A great advance in the quality of red lead was made when Dutch Boy red lead was perfected. It is a more highly oxidized product than old style dry red lead and is sold in paste form, ready for use after the addition of more linseed oil. Its exceptionally high true red lead content and the fineness of its pigment particles insure a paint of excellent brushing qualities, good coverage and extreme durability. Sold in 100 pound steel kegs and 50, 25 and 12½ pound steel pails.

The same highly oxidized red lead can also be had in liquid form. The liquid product is called Dutch Boy liquid red lead and is ready for use. It comes in natural red lead color, light and dark brown, light and dark green, and black. Sold in 1 gallon cans and 2½ gallon kegs.

We also make dry red lead of the highest grade.

FOR FORMULAS SEE NEXT PAGE

Stevens master specifications - 143031

A. I. A. FILE No. 2

more possible to use containing
white lead (Heavy Paste)
1 lb. (100 g.)

from the
7

new United Oil
Chinese or Prussian blue
Lampblack in oil
Pure turpentine
Pure drier

1 NATIONAL LEAD
52 COMPANY
53
16

used instead of cannot be obtained, 7 gal may instead of with
be used instead, and it is in most cases give satisfactory
oil is much superior however, and will obtain results when
difficult. It seals pores in the plaster and prevents moisture
a second coat should be mixed according to formula B
and for the finishing coat according to formula C. If a
red if an eggshell finish is wanted, the paint for the
red be mixed according to formula D.

If liquid red lead is to be used, specify Dutch Boy liquid red lead according to the finishing color desired, that is: No. 8-light green, No. 9-dark green or No. 3-black.

Printed Specifications Furnished—To any architect who desires we will supply specifications in pamphlets containing full and complete directions for the proper use of white lead in the painting of woodwork, plaster, brick, stone, concrete and stucco, and of red lead in the painting of metal.

Exterior and Interior—Three coats of paint, mixed as needed for exterior and interior metal work.

Write our nearest branch office for "Standard Specification for the use of White Lead," or "Standard Specification for the use of Red Lead."

A LA FILE No. 28

NATIONAL LEAD COMPANY

Winn-Land Co.

T. L. Latta & Sons, Co.

111 Broadway
200 Albany Street
110 Oak Street
200 West 12th Street
Western Building

CINCINNATI
CLEVELAND
ST. LOUIS
SAN FRANCISCO
PITTSBURGH (National Lead & Oil Co.)

654 Freeman Avenue
620 West Superior Avenue
721 (Chas. M. Harris)
2200 14th Street
114 Fourth Avenue

NATIONAL LEAD
(COMPANY)

001504

DUTCH BOY PAINT MATERIALS—Continued

Formulas

The following white lead formulas take no account of tinting materials. If colors mixed are used in quantities large enough to affect the consistency of the paint, the quantities of thinners named in the formulas should be increased in amount equal to one-half the weight of the tinting material.

It will be noted that the formulas for painting exterior wood are on the basis of Dutch Boy soft paste white lead as well as heavy paste white lead. For flat effects inside, the heavy paste is to be preferred as the higher oil content of the soft paste will give more of a sheen to surfaces painted with it.

(1) **New Woodwork Outside**—Three coats of paint, mixed as follows, are recommended for new unpainted woodwork outside:

	1st Coat	2nd Coat	3rd Coat
Dutch Boy white lead	100 lb.	100 lb.	100 lb.
Pure raw linseed oil	4 gal.	3 1/2 gal.	3 1/2 gal.
Pure turpentine	2 gal.	2 gal.	1 1/2 gal.
Pure drier	1 pt.	1 pt.	1 pt.

	1st Coat	2nd Coat	3rd Coat
Dutch Boy white lead	100 lb.	100 lb.	100 lb.
Pure raw linseed oil	4 gal.	3 1/2 gal.	3 1/2 gal.
Pure turpentine	2 gal.	2 gal.	1 1/2 gal.
Pure drier	1 pt.	1 pt.	1 pt.

(2) **Old Woodwork Outside**—Two coats of paint as follows are recommended for repainting old woodwork outside:

	1st Coat	2nd Coat
Dutch Boy white lead	100 lb.	100 lb.
Pure raw linseed oil	4 gal.	3 1/2 gal.
Pure turpentine	2 gal.	2 gal.
Pure drier	1 pt.	1 pt.

(3) **New Woodwork Inside**—Three coats of paint, mixed as follows, shall be applied to new unpainted woodwork inside:

	1st Coat	2nd Coat	3rd Coat
Dutch Boy white lead (Heavy Paste)	100 lb.	100 lb.	100 lb.
Dutch Boy filling oil	3 gal.	2 to 2 1/2 gal.	2 to 2 1/2 gal.
Pure raw linseed oil	3 gal.	None	None
Pure drier	1 pt.	1 pt.	1 pt.

	1st Coat	2nd Coat	3rd Coat
Dutch Boy white lead (Heavy Paste)	100 lb.	100 lb.	100 lb.
Dutch Boy filling oil	3 gal.	2 to 2 1/2 gal.	2 to 2 1/2 gal.
Pure raw linseed oil	3 gal.	None	None
Pure drier	1 pt.	1 pt.	1 pt.

(4) **Old Woodwork Inside**—Two coats of paint are recommended for repainting woodwork inside. For a flat finish, the paint for the first and second coats should be mixed according to formula B in paragraph 3. For an eggshell gloss finish, the paint for the first coat should be mixed according to formula B in paragraph 3 and for the finishing coat according to formula D.

(5) **Plaster Walls**—Three coats of paint are recommended for plaster which has never before been painted. The priming coat should be Dutch Boy wall primer or the following:

Dutch Boy white lead (Heavy Paste)	100 lb.
Pure bottled linseed oil	7 gal.
Pure turpentine	1 gal.

Note: If bottled linseed oil cannot be obtained, 7 gal. raw linseed oil with 1 pt. drier may be used instead, and will in most cases give satisfactory results. Bottled oil is much superior, however, and will obscure trouble when conditions are difficult. It seals pores in the plaster and prevents suction. The paint for the second coat should be mixed according to formula B in paragraph 3 and for the finishing coat according to formula C if a flat finish is desired. If an eggshell finish is wanted, the paint for the finishing coat should be mixed according to formula D.

(6) **Metal Work, Exterior and Interior**—Three coats of paint, mixed as follows, are recommended for exterior and interior metal work:

Dutch Boy red lead-in-oil	100 lb.
Raw linseed oil	2 1/2 gal.
Lampblack-in-oil	None
Pure turpentine	1 pt.
Pure drier	1 pt.

Pure dry red lead	100 lb.
Raw linseed oil	3 1/2 gal.
Lampblack-in-oil	None
Pure turpentine	1 pt.
Pure drier	1 pt.

Dutch Boy red lead-in-oil	100 lb.
Raw linseed oil	2 1/2 gal.
Lampblack-in-oil	None
Pure turpentine	1 pt.
Pure drier	1 pt.

Pure dry red lead	100 lb.
Raw linseed oil	3 1/2 gal.
Lampblack-in-oil	None
Pure turpentine	1 pt.
Pure drier	1 pt.

Note: If genuine bottled linseed oil is available, use one-third bottled and two-thirds raw oil, omitting drier.

If liquid red lead is to be used, specify Dutch Boy liquid red lead No. 1 (natural red lead color) for first coat, Dutch Boy liquid red lead No. 6 (light brown) for second coat and Dutch Boy liquid red lead No. 7 (dark brown) for third coat.

Where a dark color other than brown is desired for the finishing coat, one of the following formulas should be used according to the color desired:

	Light Green	Dark Green
Dutch Boy red lead-in-oil	100 lb.	100 lb.
Raw linseed oil	4 1/2 gal.	4 gal.
Medium chrome yellow	30 lb.	12 1/2 lb.
Chinese or Prussian Blue	12 lb.	7 1/2 lb.
Pure turpentine	1 pt.	2 pts.
Pure drier	1 pt.	2 pts.

Dutch Boy red lead-in-oil	100 lb.
Raw linseed oil	14 gal.
Chinese or Prussian blue	16 lb.
Lampblack-in-oil	52 lb.
Pure turpentine	1 1/2 gal.
Pure drier	1 1/2 gal.

If liquid red lead is to be used, specify Dutch Boy liquid red lead according to the finishing color desired, that is: No. 8-light green, No. 9-dark green or No. 5-black.

Printed Specifications Furnished—To any architect who desires we will supply specification pamphlets containing full and complete directions for the proper use of white lead in the painting of woodwork, plaster, brick, stone, concrete and stucco, and of red lead in the painting of metal. Write our nearest branch office for "Standard Specification for the use of White Lead" or "Standard Specification for the use of Red Lead."

NATIONAL LEAD COMPANY

NEW YORK
BOSTON—National-Boston Lead Co.
BUFFALO
CHICAGO
PHILADELPHIA—John T. Lewis & Bros. Co.

111 Broadway
100 Albany Street
154 Oak Street
200 West 12th Street
Wabash Building

CINCINNATI
CLEVELAND
ST. LOUIS
SAN FRANCISCO
PITTSBURGH—National Lead & Oil Co.

A. I. A.—File No. 25
609 Freeman Avenue
610 West Superior Avenue
721 Chicago Avenue
2200 1/2th Street
204 Fourth Avenue

N L I 001505

NATIONAL LEAD
COMPANY

Compare

TITANOX-B

(Barium Base)

has 50 to 100% more hiding power... than other generally used opaque white pigments!

TITANOX-B is especially valuable in producing the various types of paints—for both exterior and interior use. Due to its remarkable hiding power, lower pigment volume is required. Excellent results are obtained by using moderate amounts of TITANOX-B.

When used in enamels, for instance, TITANOX-B promotes better brushing properties, free flow and greater elasticity. Paints containing TITANOX-B possess greater value—have greater hiding power per dollar of cost.

Recent price reductions make TITANOX-B particularly economical. Write our nearest branch for further information.



For Use in:
Ready mixed paints,
exterior and interior
Paste and
wet paste paints
Enamels
Enamel undercoats
Mill whites
Industrial paints
Floor and concrete
paints
Color varnishes
Laquers, etc.

TITANIUM PIGMENT CO., INC.

Manufacturers of
TITANOX-B (Barium Base) — TITANOX-C (Zinc Base) — PURE TITANIUM OXIDE
110 West Street, New York, N. Y. — 1000 Market Street, St. Louis, Mo.
— 1000 Broadway, New York, N. Y. — 1000 Broadway, New York, N. Y.
— 1000 Broadway, New York, N. Y. — 1000 Broadway, New York, N. Y.

J. K. H. — American Paint Journal, January, 1929

NL I 001506

Compare

TITANOX-B

(Barium Base)

has 50 to 100% more hiding power... than other generally used opaque white pigments!

TITANOX-B is especially valuable in producing the varnish types of paints—for both exterior and interior use. Due to its remarkable hiding power, lower pigment volume is required. Excellent results are obtained by using moderate amounts of TITANOX-B.

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For Use in:

Ready mixed paints,
Exterior and interior
Paste and
semi-paste paints
Enamels
Enamel undercoaters
Mell whites
Industrial paints
Floor and concrete
paints
Color varnishes
Lacquers, etc.

TITANIUM PIGMENT CO., INC.

Manufacturers of:

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Carondelet Station, St. Louis, Mo.

1000 Broadway, Newark, N. J. 20 Montgomery St., San Francisco, Calif.

London Branch:

200, Pall Mall, London, W. 1

Job K-11—American Paint Journal, January, 1929

NL-1

001507