NLI
"Blended" Beauty for Your Home
DUTCH BOY PAINT – BLENDED JUST RIGHT TO STAY BEAUTY BRIGHT

Dutch Boy

The Story of a Paint That's Blended for Beauty

Many years ago there was born a little "Dutch Boy". As he grew older his fame spread, until he is now known all over America. Ever since his more tender years this little fellow has been busy acquiring a good head for business — the paint business. In fact, this experience has helped the "Dutch Boy" serve over five generations of Americans with the best in paint and paint products. Rare indeed is the painter who doesn't sing his praises. Through the years he gained, and has maintained, an enviable reputation by setting the highest possible manufacturing standards — and then adhering strictly to these standards. Today, as always, there is no change in the "Dutch Boy's" rigid requirements for any of his products.

After many years of exhaustive research, years which saw many rejections made by his critical eye, the "Dutch Boy" is now introducing his latest creation — "Dutch Boy" Blended Paint. The newest addition to the "Dutch Boy's" famous paint family is blended three ways for three-way lasting beauty.

First of these three blends is the dazzling Bright White, truly a whiter white. The formula for this new *blended* white was selected with infinite care, and put into production only after extensive tests proved its superiority over any other combination of ingredients. And it's a paint that continually renews its whiteness. The self-cleaning action of this blended paint removes dust and dirt, and keeps your home looking bright and white.

Next come the crisp, rich body tints — tints that are *blended* to look clean when applied and stay clean after they've been applied. For those who prefer a light tint, the warm cream, the rich ivory, the distinguished buff or the clean colonial yellow should prove satisfactory. If you like another shade, the crisp tan, the two delightful grays, or the eye-appealing green will please you. All of these tints were *blended* by experts — men whose business it is to know the correct mixing formulas for body tints. These men don't guess; they know how, and their "know-how" is passed along to you under the "Dutch Boy" label.

Finally, these same technicians didn't forget your windows, doors and other trim spots when *blending* this new "Dutch Boy" paint. The set of gay trim colors they've developed can make even the most dreary spot look bright and cheery again. *Blended* to give you longer wearability and increased brightness, the three shades of green, the bright blue, the brilliant red and the flashing yellow will all make your house stand out from the crowd. *Blended*, too, are the dark brown and the deep black — other trim colors that "set off" a house with a light body color.

NLI

F-11-48

Copyright, 1947, by National Lead Co.

0000-NLI-000019987

Different Blends for Different Jobs . . .

Then there's a shining white, too, for those places where you want sparkling cleanliness.

For your porch floors or sun deck, where color must be teamed up with toughness, Dutch Boy provides his *blended* porch and deck paint. There is a choice of four solid colors, each one *blended* to stand up under exposure and hard wear and to hold its glossy finish.

Of course, "Dutch Boy" wouldn't put any paint on the market unless he was absolutely certain it was worthy of his trademark. As far back as 1917 he began an outdoor paint testing project at Sayville, Long Island. This project has continued, without interruption, for over thirty years. Here, on nearly two miles of panels, as many as 17,000 tests have been conducted at one time. The information gained from these thousands and thousands of tests has made the "Dutch Boy" an authority on all types of paint. All of this knowledge went into the manufacturing of the new "Dutch Boy" *Blended* House Paint, many samples of which were included among the continuous Sayville tests. These samples underwent the stress of winter storms and summer sun and came through with flying colors — proof that the new "Dutch Boy" House Paint is *blended* to stand up in service and stand *out* in beauty.

Now that you have read about this brand-new "Dutch Boy" Blended Paint, look over the pages that follow. Here you will find the visual story of how "Dutch Boy's" white, tints and colors can dress up a home — make it a proud possession . . . a place to love. And as you see these homes, think of your own. Picture it as it might look . . . with "Dutch Boy".

NATIONAL LEAD COMPANY: New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 10; Boston 6, (National Lead Co. of Mass.); Philadelphia 7, (John T. Lewis & Bros. Co.); Pittsburgh 12, (National Lead Co. of Pa.)

Blended for Self-Cleaning White That Stays White

Blended for Crisp Tints That Stay Beautiful

Blended for Gay Trim Colors That Stay Bright

Blended for Sturdy Floor Colors that Stay Glossy

0000-NLI-0000019988

COLOR KEY: *282 – Light Green*

COLOR KEY: *290 – Black; 240 – Yellow*

COLOR KEY: *250 – Red*

COLOR KEY: *286 – Dark Green*

Paint Point #1

Weather-worn spots, places which usually show the first signs of deterioration, should certainly be checked and fixed up before a brushful of paint is applied to your house.

These danger spots include the foundation, the bases of porch columns, porch steps, windows, doors, gutters and many similar wear-points on the outside of your house.

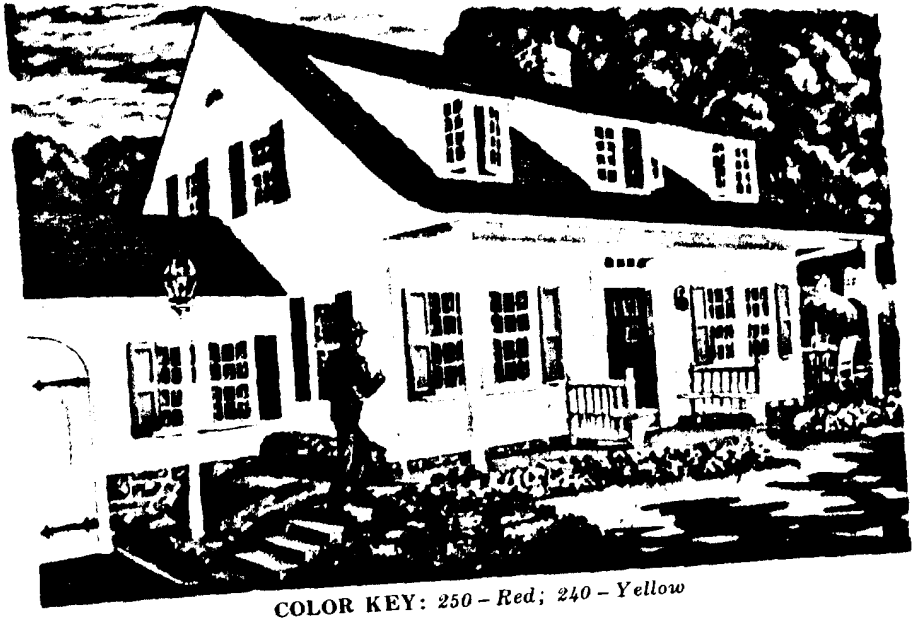
NLI

COLOR KEY: *272 – Dutch Boy Blue*

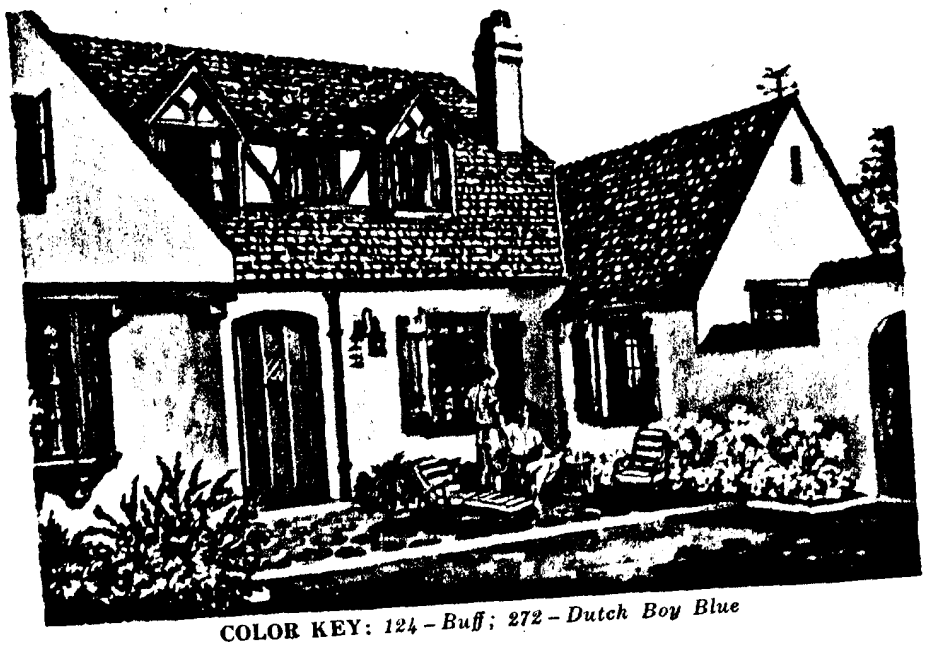
0000-NLI-0000019989

0000-NLI-00001990

COLOR KEY: *124 – Buff; 290 – Black*



COLOR KEY: *250 – Red; 240 – Yellow*



COLOR KEY: *124 – Buff; 272 – Dutch Boy Blue*

Paint Point #2

Color styling, one of the most important factors to be considered when selecting a color scheme for the outside of your house, can be applied to any type of dwelling—and should be a very definite part of your painting plans.

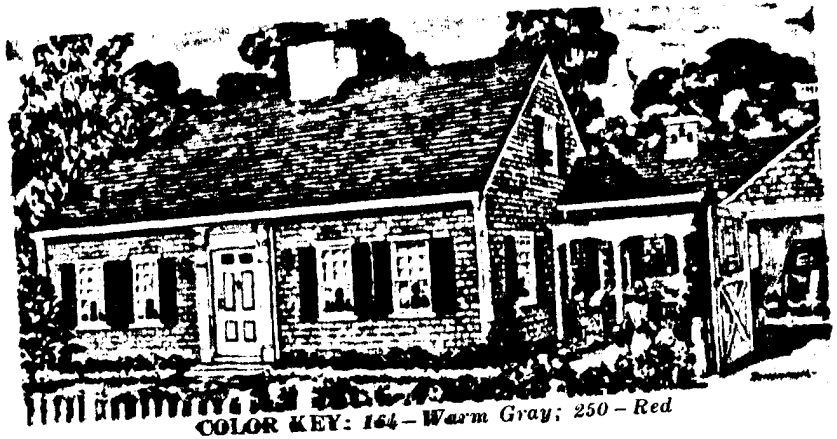
While other factors, such as the type or period of a house, merit some thought before painting, it is essential to consider what a remarkable effect color has on size. If your house is small, white or another light color will make it appear larger than a house of similar size painted a dark color. On the other hand, a house too large for its surroundings will appear smaller when painted a dark color, while a light color will only tend to magnify its size.

This is only one example of the many phases of color styling—all of which should play an important part in the painting and decoration of your home.

COLOR KEY: *124 – Buff*
284 – Medium Green

166610000-NLI-00001999

NLI



COLOR KEY: *164 – Warm Gray; 250 – Red*

COLOR KEY: *250 – Red; 290 – Black*

COLOR KEY: *164 – Warm Gray; 230 – Brown*

COLOR KEY: *164 – Warm Gray; 272 – Dutch Boy Blue*

Paint Point #3

The location of your house certainly should have some bearing on your decision as to what color it will be painted. For example, if you live near a manufacturing district your best choice might be gray, while white, or some very light color, makes a nice contrast for a house on a tree-lined suburban street.

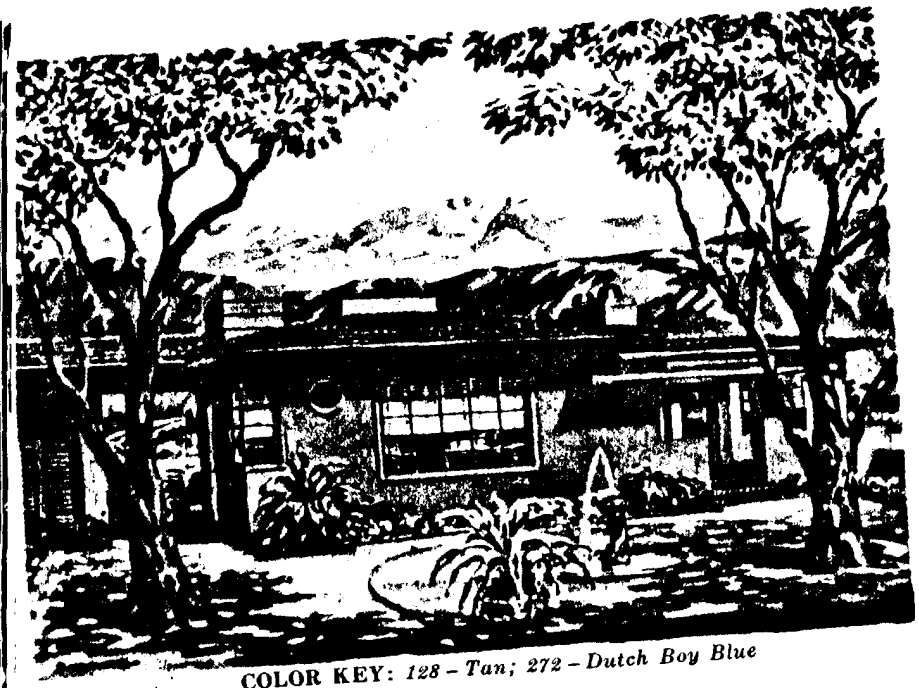
Those of you who live in a year-round sunny climate will find a light tint your logical choice, since dark colors absorb heat from the sun's rays while light colors reflect that heat. Then too, if your house is close to others, your choice of color should be based on adjacent structures to avoid an unpleasant clash.

Regardless of your location, "Dutch Boy" Blended Paint includes a line of tints that are sure to fulfill your needs. Formulated to have and hold that crisp, clean look, these "Dutch Boy" tints are available in a green, buff, ivory, tan, cream, two shades of gray and colonial yellow.

COLOR KEY: *164 – Warm Gray*
282 – Light Green

NLI

0000-NLI-00001993



COLOR KEY: *128 – Tan; 272 – Dutch Boy Blue*

COLOR KEY: *128 – Tan; 290 – Black*

COLOR KEY: *240 – Yellow*

COLOR KEY: *128 – Tan; 230 – Brown*

Paint Point #4

Lincoln's famous remark about the common people might be paraphrased to say "People must like white houses — you see so many of them".

There must be a reason for this outstanding preference for white. Probably one of the best is the way in which white paint affects apparent size. For example, two houses can be exactly the same as to shape and dimension, and yet one of those houses, painted white, will appear considerably larger than its counterpart, painted another color.

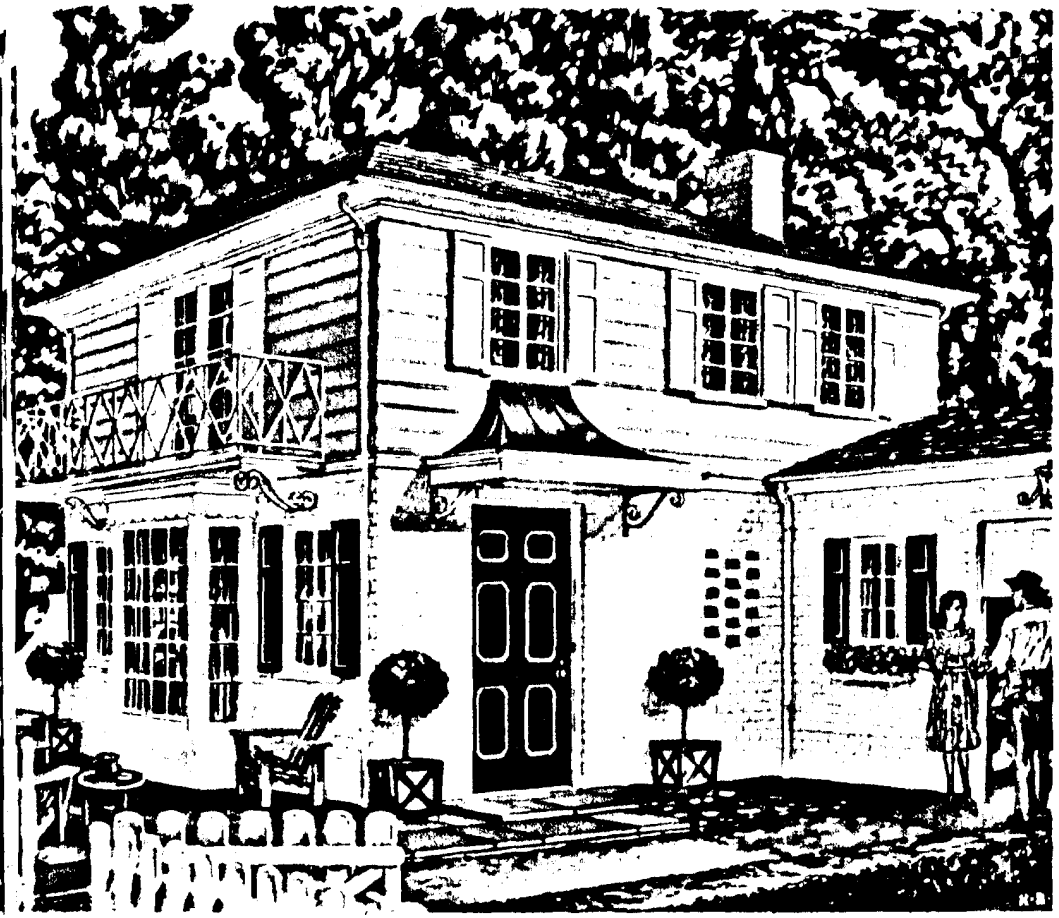
Another reason for white is that a house painted white, according to the U. S. Bureau of Standards, can be as much as 15 degrees cooler in direct sunlight. This is true, of course, because white reflects heat while dark colors absorb it.

White, too, is "safe". Practically any type or shape of house looks well in white, particularly if it is "Dutch Boy's" new *Blended* Bright White. Here is a white blended to *stay white* because its self-cleaning action removes dust and dirt. Trim colors, too, seem even richer and deeper against this dazzling contrast.

COLOR KEY: *128 – Tan*
250 – Red

0000-NLI-0000019995

NLI



COLOR KEY: *122 – Cream; 250 – Red*

COLOR KEY: *122 – Cream; 182 – Green*

COLOR KEY: *122 – Cream; 282 – Light Green*

COLOR KEY: *122 – Cream; 230 – Brown*

Paint Point #5

For a satisfactory paint job it is necessary that the entire surface of your house be prepared for painting. This includes such things as sandpapering and dusting the surface, clearing out the roof gutters, nailing down loose clapboards and shingles, replacing any small pieces that are missing, scraping off any loose paint, touching up bare spots, removing loose putty from the sash, and burning and scraping off all the old paint if the surface is badly blistered or scaled.

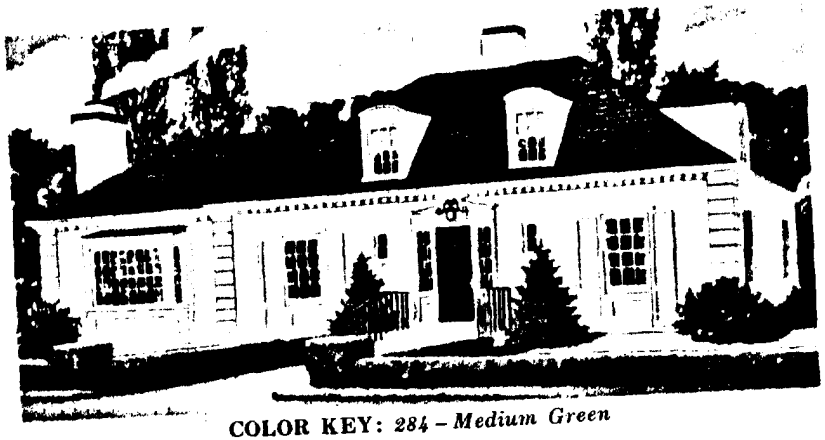
COLOR KEY: *122 – Cream*
290 – Black

NLI

0000-NLI-00001999

0000-NLI-000019998

COLOR KEY: *182 – Green; 282 – Light Green*



COLOR KEY: *284 – Medium Green*

COLOR KEY: *182 – Green; 120 – Ivory; 240 – Yellow*

COLOR KEY: *290 – Black; 250 – Red*

Paint Point #6

Your first consideration, when painting, should be the large areas of your house. However, almost every house has attractive little details, and the correct handling of these details can make your house distinctive in appearance — make yours a house that stands out from the commonplace.

Objects such as doors, shutters, fences, the underside of porch roofs and even chimneys can be "enlivened" with color — the same way that a new automobile is brightened with chrome decorations.

For example, consider the lowly garden fence. Think how much additional interest a simple striping line can add to it! Shutters, porch ceiling, chimneys and projecting eaves can also be "touched off" with a banding line — lending just the right note of individuality to your home.

These are only a few of the many decorative details which you can brighten up with color. Look around your home and you're sure to find many more which merit a place in your painting plans.

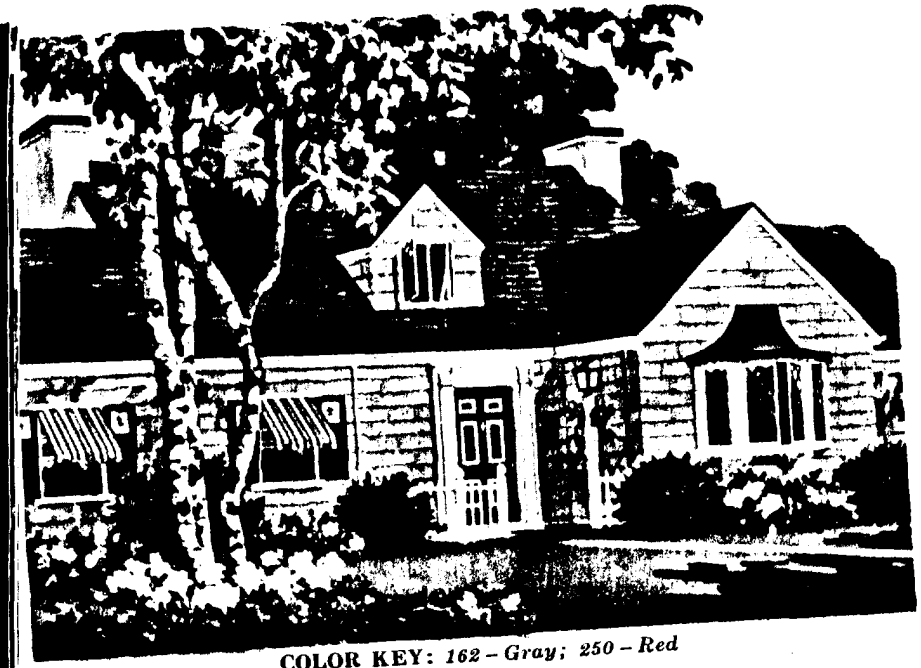
COLOR KEY: *182 – Green*
120 – Ivory
250 – Red

ILN

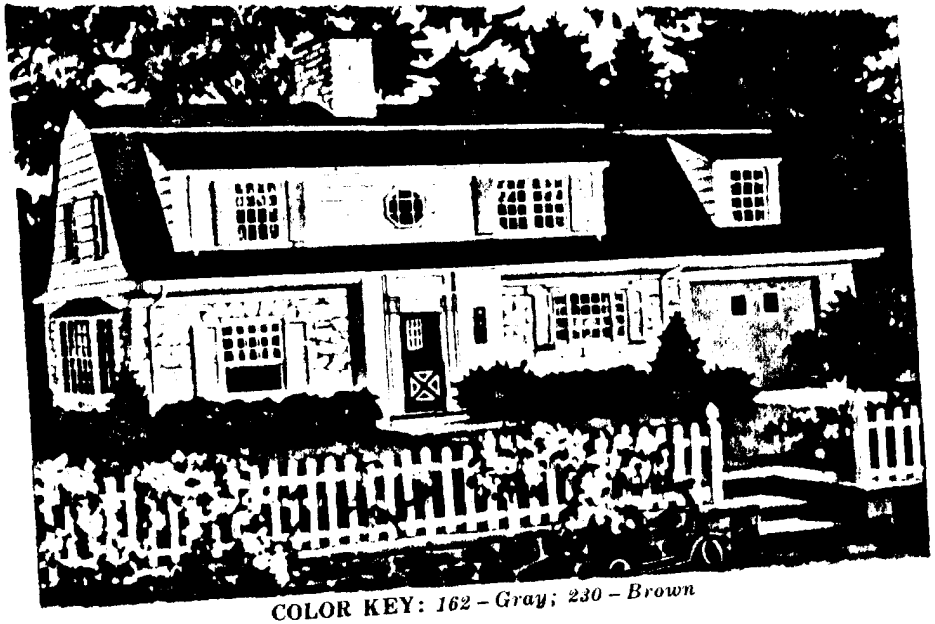
0000-NLI-0000019699

0000-NLI-00002000

NLI



COLOR KEY: *162 – Gray; 250 – Red*



COLOR KEY: *162 – Gray; 230 – Brown*

Paint Point #7

Before hiring a painter, take the opportunity to check the details of his estimate. First of all, make sure the estimate covers everything you *want* painted — the house itself including sash and trim, the roof, the blinds or shutters, screens, the leaders and gutters, the garage, fences or any other surfaces you have in mind. In addition, this estimate should specify the number of coats on each item.

Then, too, be sure the painter's estimate also includes an allowance for surface preparation. Such things as sandpapering and dusting, cleaning out gutters, replacing any small pieces that may be missing, nailing down loose boards — all such necessary work should be covered by his price quotation.

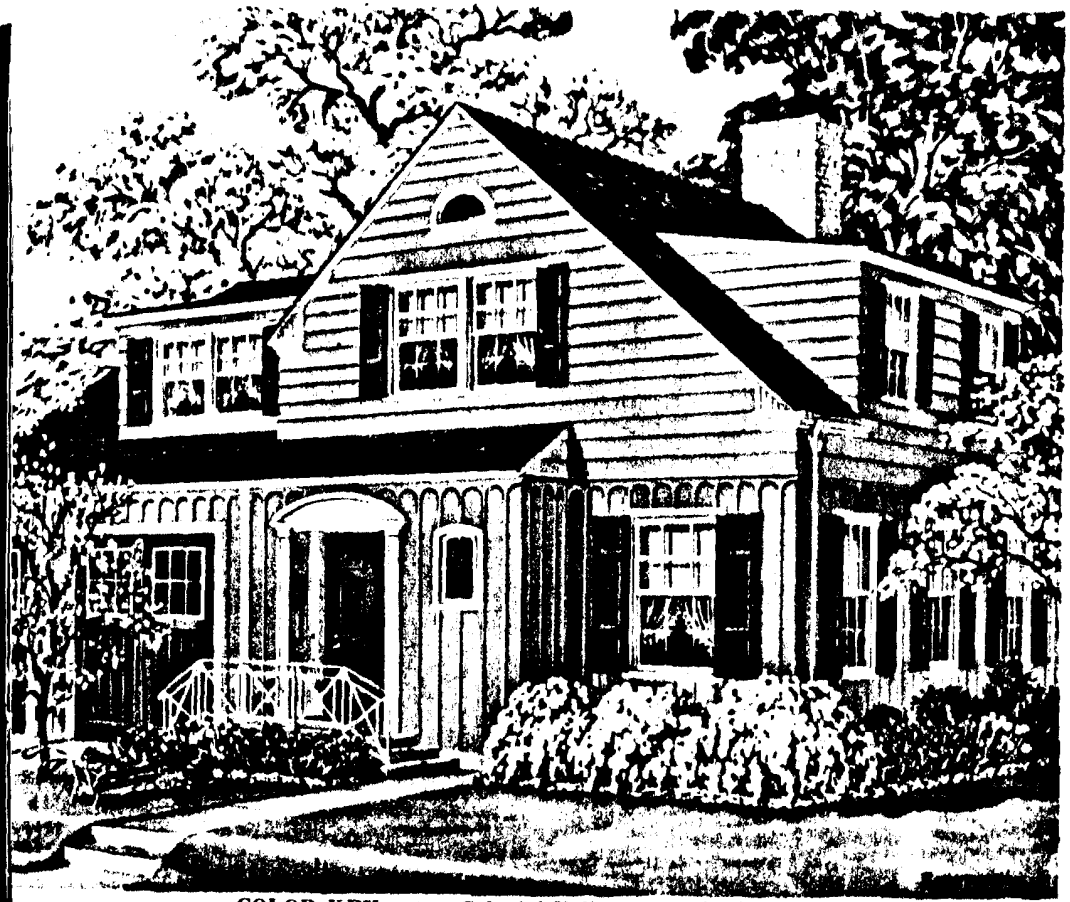
A reputable painter will not be offended by your careful attitude in this matter, since it's to his advantage as well as your own to avoid misunderstanding. He wants a satisfied customer just as much as you want a satisfactory job.

COLOR KEY: *162 – Gray; 272 – Dutch Boy Blue*

NLI

COLOR KEY: *162 – Gray*
240 – Yellow

0000-NLI-00002001



COLOR KEY: *142 – Colonial Yellow; 282 – Light Green*

COLOR KEY: *142 – Colonial Yellow*

COLOR KEY: *142 – Colonial Yellow; 272 – Dutch Boy Blue*

COLOR KEY: *142 – Colonial Yellow; 250 – Red*

Paint Point #8

A house can have a good location, be well designed and yet prove to be anything but attractive — simply because of a careless use of color.

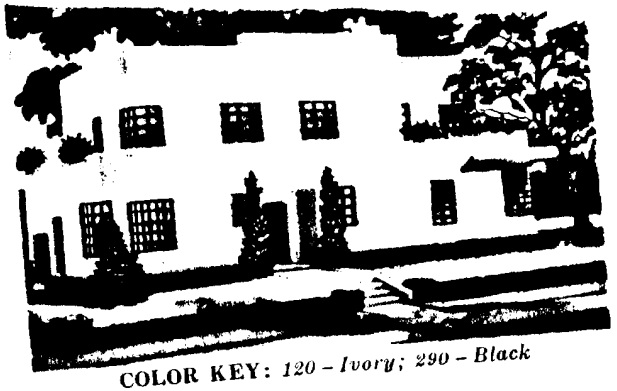
Consider carefully the color treatment of the trim spots. Such areas as doors, eaves, shutters, door and window frames and sash, although requiring a comparatively small amount of paint, are the "window dressings" of your home. Properly decorated they reflect your good taste.

COLOR KEY: *142 – Colonial Yellow*
290 – Black
240 – Yellow (Door)

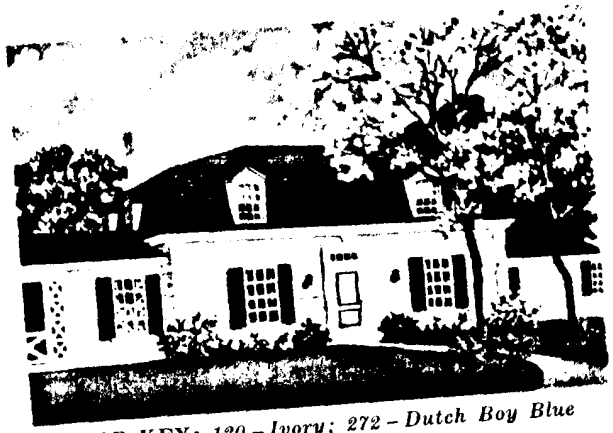
NLI

0000-NLI-000020003

COLOR KEY: *240 – Yellow*



COLOR KEY: *120 – Ivory; 290 – Black*



COLOR KEY: *120 – Ivory; 272 – Dutch Boy Blue*

COLOR KEY: *286 – Dark Green*

COLOR KEY: *120 – Ivory; 230 – Brown*

Paint Point #9

The painter who knows his business does not paint a surface while it is directly exposed to intense sunlight, not because he is thinking of his own comfort, but because of the possible effect on the paint job. Painting a too-hot surface can cause a number of troubles that may seriously affect the life of the paint. For one thing it will dry the paint too fast; cause uneven brushing. It may also thin out the oil and allow the paint to run.

COLOR KEY: *120 – Ivory*
284 – Medium Green

NLI

0000-NLI-00002005

ALL PAINT should be well mixed before application. Perhaps the best method is to pour all the paint into a larger container. It should then be stirred with a lifting motion until completely uniform. A strong paddle is best for this purpose. It should be remembered, too, that the paint ought to be stirred occasionally while being used.

The surface to be painted should be clean and dry. All loose or scaling paint should be scraped or burned off. If there is blistering, all construction defects that allow moisture to get behind the paint film should be repaired.

It's important, too, that the paint be applied only in good weather — not when it's damp, stormy or when there's a likelihood of a sudden temperature drop to near freezing. Outside painting should not l
late evening, and *no* surface should
directly exposed to intense sunlight. T
brushed enough to spread it evenly,
gallon for 500 square feet with the F
and 600 square feet for the finish coat

Sappy streaks or knots should be
shellac after the first coat of paint is
and similar defects should be puttied a
addition, if metal surfaces not usual
screens and door hardware, are kept
avoid the possibility of unsightly stai
surface.

Dutch Boy Paint. . . IN COLO

THE PRIMER-UNDERCOATER

This paint is especially designed to be the *first* coat on both new unpainted wood and in repainting old painted surfaces. It seals and hides while producing a smooth, uniform foundation that adheres firmly to the surface. When the Primer-Undercoater is followed by one of the "Dutch Boy" finish coat paints, you have the ideal two-coat system.

THE BRIGHT WHITE

Made from a weather-tested for
la, the Bright White hides exc
tionally well and produces a dazzl
exterior finish that *stays* white.
self-cleaning surface continually
news itself — permits the rain
wash away dirt which may coll
This paint is especially designe
a white finish coat, to be app
over "Dutch Boy" Primer-Und
coater, either on new unpain
wood or on old painted surface

NLI

0000-NLI-00002007

Another glance through this booklet will show that its pages are filled with helpful tips and suggestions for those of you about to paint. But frankly, the *best* tip of all is to use a paint of recognized quality — the new "Dutch Boy" *Blended* Paint.

The *proper blend* means just as much to good paint as it does to fine tea, fragrant coffee or aromatic tobacco. "Dutch Boy's" carefully studied formulations give you the proper blend to do the proper job . . . a white that stays white . . . tints that stay beautiful . . . trim colors that stay bright.

Look for this brilliant "Dutch Boy Paint" sign in your town. It marks the store to go to for your supply of the new "Dutch Boy" Blended Paint. It's the place to go, too, for helpful advice on painting, for color combinations and for reasons why your home needs "Dutch Boy" . . . *Good Paint's Other Name.*

WHITE IT'S BLENDED JUST RIGHT

HOUSE PAINT IN COLOR

This Dutch Boy paint is especially formulated to assure stability of color and uniformity of appearance . . . a colored body paint that not only looks lovely when applied, but retains its brightness as time goes by. Comes in cream, ivory, green, buff, tan, colonial yellow and two shades of gray.

SASH AND TRIM COLORS

The very latest developments in color pigments and paint oils combine to make the Sash and Trim Colors remarkably durable. These trim paints are ideal for exterior use on parts of the home calling for strong colors, such as sash, shutters, doors, railings, as well as for decorative metal work, lawn furniture and play equipment. Sold in white, blue, red, yellow, brown, black and three shades of green.

PORCH AND DECK PAINT

Dutch Boy Porch and Deck Paint is an outstanding finish for exterior floors. This paint dries to a smooth, attractive high gloss finish, combining remarkable resistance to hard wear and abrasion with high retention of color and gloss under outside exposure.

Dutch Boy Porch and Deck Paint can be used on any type of underfoot surface, whether of wood, concrete or canvas.

NLI

0000-NLI-00002008

New!

DUTCH BOY PAINT

in White and Color

Here's an entirely new kind of "Dutch Boy" House Paint . . . *Blended* just right to stay beauty-bright. Blended by the master hand of the "Dutch Boy," with all his years of experience in protecting America's homes with fine paint. Blended of exactly the right ingredients to put a sparkling smile of beauty on the face of your home and keep it there.

NLI

0000-NLI-00002009