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PAINT Is What Paint Does

Paint itself is nothing mysterious. All paint is pigment (or solid particles) plus liquid. Neither has paint a mysterious mission to perform. If it lasts long, looks well, and wears down evenly to permit easy repainting, it has done its job well. If, on the other hand, the paint fails prematurely, looks shabby and needs burning off before repainting, it has failed of its purpose.

As a cover of surfaces and an improver of appearance, pure white-lead paint stands on a record of service that is as long as it is faithful. This simple combination of a simple pigment and the proper vehicle has stood the only test by which paint value can actually be measured . . . the test of time. You can depend on Dutch Boy.

The crown product in the Dutch Boy line enables you to standardize on Dutch Boy for your painting work—outside or inside—and for all surfaces—wood, concrete, stucco, brick, metal, wall board, plaster, masonry. It will pay you to familiarize yourself with these products for your greater profit and protection on every paint job.



"DUTCH BOY" Does What YOU Want

On Outside Surfaces

Whether you are the man who cracks the bill or pays it, you are interested in the use of a paint that will function longer than any other paint that might have been used. Maximum paint life means minimum paint cost.

Dutch Boy is well qualified to bring these two "wants" together. Its long life with continued good appearance increases the time between repaintings. And at repainting time the characteristic smooth, unbroken surface of a lead and oil job eliminates costly preparation. Thus, the property owner gets real economy and the painting contractor gets a satisfied customer.

On Inside Surfaces

Interior surfaces are usually painted for decorative effect first. On this score Dutch Boy white-lead's versatility alone makes it the decorator's choice. Why not, when out of the same bag of white-lead he can mix a paint to produce a dead flat or a semi-gloss; a light stipple or a heavy plaster—in any color he chooses and for any surface he wants to decorate? And as a plus, there is the steady resistance of white-lead to washing water.



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DUTCH BOY

Always the Right "Buy"

Dutch Boy white-lead always had what it takes to make good paint:

QUALITY—White-lead has earned its reputation as the quality paint through service on the firing line, in fair weather and foul, on big jobs and little ones for generations back.

CONVENIENCE—Paint can be made ready for the brush conveniently and quickly when the easy-mixing Dutch Boy soft paste is used. And it's mixed to order to make a paint for all jobs . . . on interiors as well as exteriors . . . for flat as well as gloss . . . for brick, stone and concrete as well as wood and plaster.

ECONOMY—It's the pencil on white-lead point. You'll find that here's a **QUALITY** paint and a **CONVENIENT** paint that's also a **LOW PRICE** paint.

Dutch Boy would be a bargain for any user at the highest price. But when you can get white-lead's durability and white-lead's beauty of finish at no price premium . . . it's always the "Best Buy."



WHITE-LEAD

Now It's Better Than Ever

Now, because of recent improvements in manufacturing methods, Dutch Boy has what it takes to make an even better paint.

Today's Dutch Boy white-lead has:

GREATER WHITENESS—The whiteness of Dutch Boy has been stepped up. This means whiter white jobs and livelier, cleaner, truer tinted jobs.

INCREASED HIDING POWER—The opacity of Dutch Boy has been stepped up. This means better covered surfaces with each coat and increased spread per gallon.

BETTER BODY—The paint-thickening characteristics of Dutch Boy have been stepped up. This combined with the increased hiding power means a full-bodied paint that flows nicely, levels out smoothly and gives those solid-looking jobs that property owners are looking for.

Add these important improvements to those features that always go with every bag of Dutch Boy and you have a paint that's both heavy and protective with every beautiful.



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DUTCH BOY LINSEED OIL

*Signed, Sealed and Delivered
for YOUR PROTECTION*

*Signed with the Dutch Boy trade-mark.
Sealed at the Dutch Boy factory.
Delivered to the job pure and unadulterated.*

There three steps may mean the difference between success and failure in a paint job. Why be sorry, when you can be sure with Dutch Boy linseed oil in sealed containers?

The first step in making Dutch Boy linseed oil is selecting the linseed from which the oil is pressed. Only the best seed will make the best oil and Dutch Boy uses the best.

The oil pressed from this selected seed is filtered and run into large tanks where it remains to settle and age for at least six months. Then, the clear, settled oil is drawn off, once more carefully filtered and packed in Dutch Boy cans.

Each one of these cans is crated right then and there. This precaution will insure you that every drop of Dutch Boy oil you buy is the best we know how to produce; that procuring in this way a product that will not let you down.



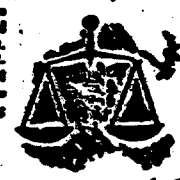
*Small in Quantity
but High in Quality*

DUTCH BOY LIQUID DRIER

Not much drier is needed in paint. If one could control such variables as temperature and humidity, and if there were not a prime factor in the production of a painting job, it would not be necessary to add anything to speed up the normal drying rate of a paint. Since external factors cannot be controlled, however, it is usually safer to add a small amount of drier and this should be a high quality product such as Dutch Boy liquid drier.

A properly designed drier speeds the drying action by speeding up the oxidation of linseed oil. It does this by enabling the oil to take up larger amounts of oxygen from the air.

Dutch boy liquid drier was designed especially for use in Dutch Boy white-lead and linseed oil paint. It is strong and well-balanced, that a small amount is needed to promote proper drying of the paint film.

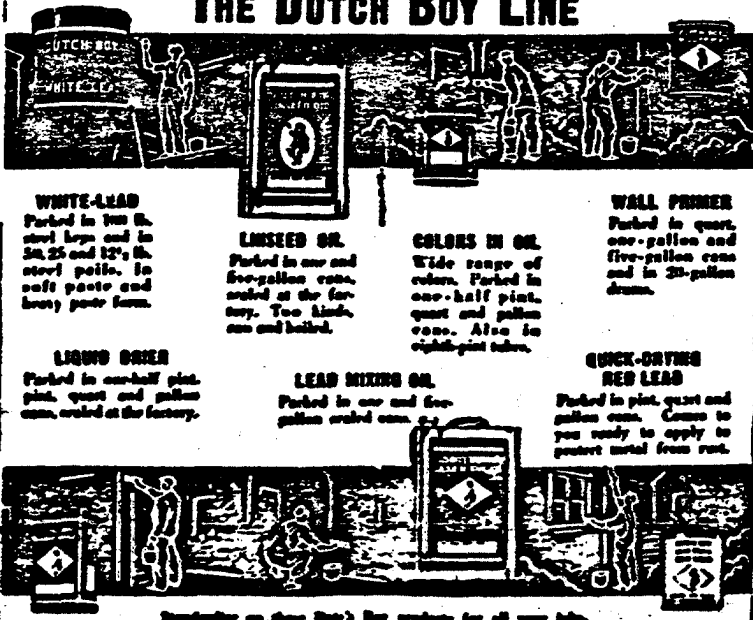


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THE DUTCH BOY LINE



WHITE-LEAD
Packed in 100 lb. steel kegs and in 50, 25 and 12 1/2 lb. steel pails. In soft paste and heavy paste form.

LIQUID DRIER
Packed in one-half pint, pint, quart and gallon cans, crated at the factory.

LEADED OIL
Packed in one and five-gallon cans, crated at the factory. Two kinds, one and halfed.

LEAD MIXING OIL
Packed in one and five-gallon crated cans.

COLORS IN OIL
Wide range of colors. Packed in one-half pint, quart and gallon cans. Also in eight-pint tubs.

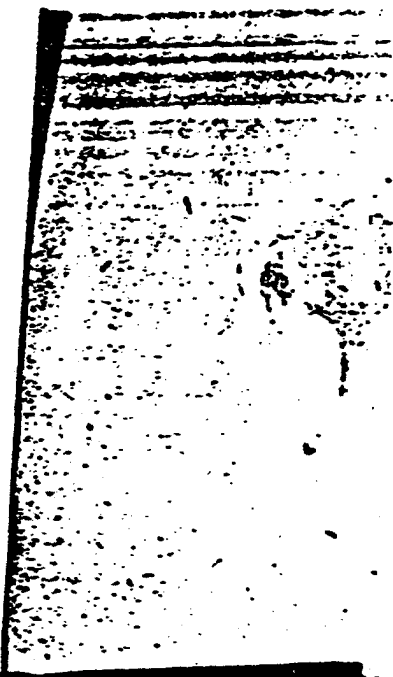
WALL PRIMER
Packed in quart, one-gallon and five-gallon cans and in 20-gallon drums.

QUICK-DRYING RED LEAD
Packed in pint, quart and gallon cans. Comes to you ready to apply to protect metal from rust.

Standardize on these Dutch Boy products for all your jobs. They will protect your equipment and create satisfied customers.

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DUTCH BOY COLORS IN OIL

Bring You These 4 Advantages

TRUE TONE—Nothing is more important to you in a color than true tone. It means clear sharp tone with no dirty, displeasing off-colors of gray, blue or brown. Above everything else Dutch Boy colors possess true color tone.

HIGH STRENGTH—It is easy to get increased tinting power into colors in oil by sacrificing true tone. With Dutch Boy colors, however, you always get high tinting strength to help ensure you need less material plus true tone.

QUICK MIXING—Dutch Boy colors are soft. Not liquid in form but a soft, buttery paste to give you quick dispersion without loss of tinting strength. They require no pre-thinning. They stir directly into your paint and disperse quickly and completely. No lumps. No streaking.

FINE TEXTURE—You need consistency in colors in oil. Coarse or gritty particles may spoil your job. Careful selection of materials plus proper milling and rigid manufacturing standards ensure that in Dutch Boy colors you always get the best.

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DUTCH BOY LEAD MIXING OIL

Makes a Paint that SEALS ...
PROTECTS ... DECORATES

This one special vehicle, mixed with Dutch Boy white-lead, produces a paint that seals, protects and decorates surfaces of plaster, wall board, stucco, stone and concrete—exterior or interior.

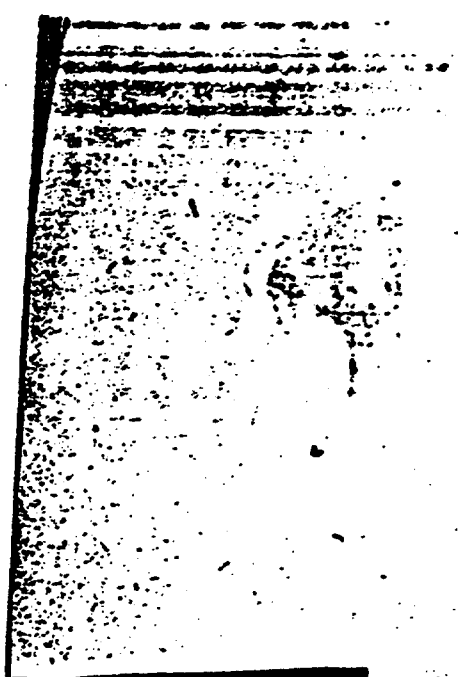
It seals because it was developed for painting such porous surfaces as plaster and stucco. It can be used for ALL coats.

It protects because it is a true white-lead paint. Its exterior stucco and concrete it prevents absorption of moisture and stands up against the weather. Its interior surfaces it stands up just as stubbornly against repeated washing to remove dirt and grease—a real economy for the customer.

It decorates because it produces an initial new finish that retains its good looks like a true white-lead paint. This is a different "look" that breaks all without excessive brushing and scrubbing to eliminate brush marks ... offers a saving in time; produces a luxury job.



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DUTCH BOY WALL PRIMER

*A BETTER Primer Because
It Seals as It Hides!*

Dutch Boy wall primer seals all porous surfaces effectively and completely. This includes plaster, wall board, plaster board and interior stucco or concrete walls. At the same time it hides even the darkest surfaces with a solid coat that affords the ideal foundation for a white-lead "flat" or for any type of white-lead finish.

This primer works easily under the brush thus saving your time and enabling you to meet competition by keeping labor costs low. It also makes for lower material cost by its spread of 120 square feet per gallon on smooth plaster.

It protects the surface efficiently to give proper anchorage. This, plus its moment adhesion, serves a foundation coat that will not scale or peel with succeeding coats. Dutch Boy wall primer requires no special solvents or special colors. Always ready to use—does not settle in the container—forms no wanted top skin.



DUTCH BOY Quick-Drying RED-LEAD Says STOP to RUST

For protecting metal against the ravages of rust, there is no adequate substitute for pure red-lead paint. Red-lead has passed every severe test of time and exposure. Its bright color on a metal surface always signals safety.

Red-lead paint is insoluble in water. It keeps on like prim death to properly cleaned metal surfaces. It provides a firm and lasting foundation for later coats.

Dutch Boy Quick-Drying Red-Lead is pure red-lead in ready-to-apply form. In addition to the protective qualities exhibited by all red-lead paint, this form offers the extra convenience of prompt and firm drying. A coat of Dutch Boy quick-drying red-lead is ready for re-coating in from four to six hours, thus permitting two coats in one day.

For all the exposed metal work found on or around the home, farm and factory—frames, corners, door-sills, gutters, etc.—as well as for marine painting and for steel work prior to painting during transportation there is nothing better than this Dutch Boy product.



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NATIONAL LEAD COMPANY

NATIONAL LEAD CONF.
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 2nd St., Chicago • 625 Commerce St., Cincinnati • 6250 West
 2nd St., Cleveland • 725 Broadway, St. Louis • 625
 John St., Omaha • 6250 N. 1st St., Grand Rapids •
 2500 24th St., San Francisco • 1000 W. 12th St., Seattle • National
 Chemical Station-2nd St. • 1st St. Station • 1st St. Station •
 625 N. 1st St., St. Paul • 6250 N. 1st St., St. Paul •
 John St. Station • 625 N. 1st St., St. Paul • 6250 N. 1st St., St. Paul