

● VAN CLEEF

^{2AA}
BROS. *present*

DUTCH BRAND



Necessities
**FOR THE CAR--HOME--
INDUSTRY AND SPORTS**



DUTCH BRAND

Next time ask for DUTCH BRAND and get a tape that sticks tight, won't dry out, is strong, won't ravel at the edges and is a perfect insulator. Its long-life qualities eliminate replacement.

In emergencies and for permanent repairs this tape gives "extra service." Use it for insulating automo-

Dutch Brand Does

FRICTION TAPE

bile ignition and lamp wires, covering and insulating electric cords, repairing leaks in radiator and garden hose, repairing bicycle tires, putting grips on golf clubs, tennis rackets, fishing rods, oars, baseball bats, tool handles and for hundreds of other uses. Available in four convenient size packages—1 oz., 2 oz., 4 oz. and 8 oz.

ALL Jobs Better



DUTCH BRAND BEVEL-EDGE PATCHES

For Tube Repairs

This is a modern patch—the BEVEL-EDGE does the trick! They are ready-cut for quick use, an assortment of round, square and oblong patches in every motorist kit, with a strip of rubber for the exceptionally long repair.

No. 34 is the motorist size and the No. 36 and No. 38 for shop use.

Forever Tight—Won't Chafe Off



DUTCH BRAND SURE-SEAL PATCH OUTFITS

This is the economy patch outfit for those who prefer to cut their own patches. The same high quality patching rubber and "7711" cement is supplied as in the Bevel-Edge Kits, except that the patching rubber comes in one long length. Available in the No. 24 size and the No. 1 size for motorists, and the No. 5 size for shop use.

Inexpensive and Dependable



DUTCH BRAND "7711" RUBBER CEMENT



"Sticks and Stays Stuck"—the slogan for the original DUTCH BRAND "7711" Rubber Cement. It is a quick, air-drying cement for patching inner tubes and rubber articles. Available in $\frac{3}{4} \times 4$ " tubes, 1×4 " tubes, $\frac{1}{4}$ pints for the consumer and $\frac{1}{2}$ pints, pints, quarts and gallon cans for shop use.

Buy Only the Original

DUTCH BRAND "FACTORY FINISH" TOP DRESSING

You can restore the original beauty of your top with this dressing and it will last! It duplicates the original factory finish and body. It can be purchased in black, khaki and clear in half pints, pints and quarts. Available also in gallons for shop use.

All-Bristle Brush Free
with Every Pint and Quart



DUTCH BRAND GASKET SHELLAC COMPOUND

This compound makes a positively tight joint and will not melt, burn or become brittle. Use it on metal, leather, cork, paper, asbestos, canvas, fibre or rubber gaskets. Available in 2 oz. square bottles with swab welded to metal cap (patented) and in 1/2 pint cans with brush-in-cover for the consumer. Also pints, quarts and gallons for shop use.

**A REAL Orange Shellac
Compound**



DUTCH BRAND BRUSH-IN-CAN "TOUCH-UP" BLACK ENAMEL

Excellent also for refinishing lamps, fenders, radiators, bumpers, robe rails, trimmings, etc. It won't crack, chip or peel off. Supplied with brush-in-cover only in the 6 oz. size. Other sizes are 1/2 pints, pints, quarts for the motorist and also gallon cans for shop use.

There Is a Real Difference



DUTCH BRAND GASK-A-TEX—

A Gasket Paste

Whenever metal parts must be sealed together, apply Gask-A-Tex. Use with or without a gasket, or over the old gasket. It seals ground joints and takes up the deficiencies in old gaskets. Use it on motors of all kinds. A big help to the plumber, the steam-fitter and the handy man. Supplied in 2 and 8 oz. tubes.

A Perfect Gasket Seal



DUTCH BRAND DRIP-SEAL

When cracks and holes appear in the auto top and the material pulls away from the sides at the drip moulding, you can seal up these leaks, patch up the cracks and holes quickly and permanently with Drip-Seal. Furnished in small, medium and large size tubes. The tubes are nozzle-pointed to simplify drip-moulding application.

Seal It Permanently With Drip-Seal



DUTCH BRAND AUTO TOP PATCH KIT

This kit was devised for repairing the large holes and tears in auto tops and leather cushions. It consists of a newly developed patch material with the adhesive gum already applied, which simplifies application. A liberal piece of top material plus a large tube of patch cement is supplied in each kit.

Makes Permanent
Waterproof Repairs.



DUTCH BRAND "LIGHTNING-FAST" GRINDING COMPOUNDS

Two types to choose from—an oil and a water compound to suit individual preference. Both compounds cut quickly with perfect smoothness. No scoring. The oil process is supplied in No. 4 Duplex cans, $\frac{1}{2}$ fine and $\frac{1}{2}$ coarse, and the water process in 2 and 4 oz. cans, medium grade only. Both types put up in 1 lb. cans for shop use.

A Little Goes Far



DUTCH BRAND PENETRATING OIL— GRAPHITED

This super-lubricant eliminates friction. Use it on chains, commutators, distributors, magnetos, timers, hinges, locks, and for loosening up "frozen" nuts and bolts. Available in $\frac{1}{4}$, $\frac{1}{2}$ and pint cans with spout for consumers, and in quarts, gallons, 5 and 10 gallon cans for shop use.

It Actually Penetrates



DUTCH BRAND RUB'R-SHIM

An adhesive cushioning material in the form of a sponge rubber tape.

Stops drafts and rattles in automobile bodies and in windows and doors around the house. Just stick it on. No nails or screws required. Available in three thicknesses, $\frac{5}{32}$, $\frac{5}{16}$ and $\frac{7}{16}$ and all in $\frac{3}{8}$ width. Supplied in 10 ft. pkgs.

The Modern Anti-rattler





DUTCH BRAND BICYCLE TIRE FLUID

This is a permanent repair material for punctured or porous single tube tires. The fluid finds the leaks and fixes them—permanently. It will not ferment, crystallize, evaporate or decompose. Supplied in 4 oz. collapsible tubes for the cyclist and also in gallon and 5 gallon cans for shop use.

A Quick Repair Easily Made

DUTCH BRAND NEV'R-CREEP RIM CEMENT

This is a new plastic type of cement for attaching bicycle tires to wood or steel rims and grips to handle bars. Holds tires tight and always remains plastic in any climate. Supplied in the new 2 oz. square bottles with swab welded to metal cap (patented) and for shop use in quart and gallon sizes.



The Modern Rim Cement

DUTCH BRAND V. C. B. RUBBER CEMENT

This is another "Sticks and Stays Stuck" cement. It is by far the best cement for patching bicycle inner tubes and putting rubber bands or plugs in single tube tires. Supplied in $\frac{3}{4} \times 4$ " and 1×4 " tubes, $\frac{1}{4}$ pints, with brush-in-cover, and in quarts and gallon cans for shop use.

A Good All-around Cement

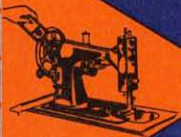


DUTCH BRAND BICYCLE RIM CEMENT

For attaching single tube bicycle tires to wood or metal rims. It sticks tight and prevents the creeping of tires and the pulling off of valve stems. Supplied in $\frac{3}{4}$ " and 1×4 " tubes and in the new 2 oz. square bottles with swab welded to metal cap (patented), and in $\frac{1}{4}$ pints, quarts and gallon cans for shop use.

The Economy Cement





DUTCH BRAND GENERAL-USE OIL

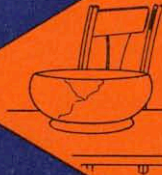
This is a household item everyone needs—a fine, clean lubricant that flows freely and leaves a firm lubricating film which will not gum up the most delicate mechanism. It is free from acids and other injurious chemicals. Supplied in a large 4 oz. can with patented spout.

**Cleans, Prevents Rust and
Polishes**

DUTCH BRAND HOUSEHOLD CEMENT

It mends everything. Use it for repairing glass, celluloid, porcelain, china, pottery, ivory, marble, stone, metal, leather, wood and plaster-board. It is supplied in a large size tube, containing enough cement for many repairs.

**Transparent, Waterproof,
Heat Proof**





DUTCH BRAND GOLD AND ALUMINUM PAINT

Produces a finish of great depth and brilliance. These paints cover twice as easily and smoothly as other products, more like gold and silver leaf, than paint. Will not tarnish or flake off. Heat resisting. Supplied in 2 oz. bottles, in $\frac{1}{6}$, $\frac{1}{4}$, $\frac{1}{2}$ and pint cans, also in quart and gallon cans for shop use.

Use for Lasting Beauty

DUTCH BRAND LAST-LONG SHOE SOLES

Save money on the family shoe repair bill. Resole shoes with Last-Long soles which are easy to apply and outlast leather. Available in a range of four sizes that can be trimmed to fit any shoe, for men, women and children. They won't come off. In black only.

Repair Old Shoes, Make
New Shoes Last Longer



DUTCH BRAND TITE-ON SHOE SOLES



This is a higher quality sole at slightly higher cost. Attached to shoes in the same simple way as the Last-Long Soles. The special non-skid tread design is patented. Supplied in individual cartons in in four sizes that can be trimmed to fit the entire range of shoes for men, women and children. Available in black and tan.

"Tite-On" Means It Stays On

DUTCH BRAND ADHESIVE PLASTER

Sometimes referred to as adhesive tape, for surgical and general use. It is made of high grade adhesive compound applied on closely woven fabric. Edges will not ravel. Unrolls freely. Supplied in a full range of widths and lengths for home and for the medical profession.



A Zinc Oxide Tape of Quality

DUTCH-BRAND ADHESIVE-BAND

The New All-Purpose Bandage

THE OLD WAY



THE NEW WAY



Made from the finest rubber, specially treated and protected in gauze. Use it for cuts and wounds, sprains and for protecting the fingers. Does not stick to the skin, hair or clothing. Leaves no adhesive gum on the skin. Easy to remove without discomfort. No pins, strings or knots. It can be molded around injured members with ease.

Has Hundreds of Practical Uses

DUTCH BRAND FRISK-O

A new and finer adhesive

It takes the place of paste and mucilage. Will not wrinkle or stain paper or cloth. Surplus can be rubbed off work or fingers without soiling. Widely used commercially. Now available in convenient size tubes for the home, school and small office. Also in pints, quarts and gallons for commercial use.

Goes Farther, Works Better



THE VAN-ITE GOLF BALL

A new ball—at low cost

This ball is made of an entirely new material known as VAN-ITE, which imparts to the ball all the liveliness and accuracy that golfers desire, plus toughness that means non-cutting. A performing ball that is positively amazing. Costs no more than a package of cigarettes.

Performance at Low Cost



ALL OF THE DUTCH BRAND PRODUCTS SHOWN
ON THE PRECEDING PAGES ARE PUT UP IN
LARGE QUANTITY PACKAGES FOR COMMERCIAL USERS.

In addition the DUTCH BRAND line includes:

Auto Top Cement
Clometalac—a Utility
Trim Shop Cement
Canvas and Fabric
Cement
Ground and Flake
Graphite

Running Board Cement
Mask-O Adhesive
Tape
Techni-Tape—a White
Industrial Adhesive
Tape
Hi-Light Bearing Blue

VANITEX Rubber
Aprons
Belt Cement
Rubber Insulating Tape
Soldering Paste
Film Cement

THE RUBBERIZED FABRICS DIVISION

This division produces a popular line of high grade rubberized raincoat fabrics, identified by the trade mark "VANITEX" as well as a complete line of sanitary rubber hospital sheeting.

The Rubberized Fabrics Division also undertakes to solve the general rubberizing problems for the trade and is fully equipped to do rubberizing of all kinds to meet all specifications.

WHERE YOU CAN GET DUTCH BRAND PRODUCTS

The variety of the products which compose the DUTCH BRAND line of necessities appeals to so many different types of users, that you will find these products in such retail stores as garages, motor accessory stores, hardware stores, electric shops, department stores, drug stores, stationers and variety stores.

If it should happen that your local dealer does not carry the DUTCH BRAND Product you want, tell him he can get it from his jobber or ask him to write us for sources of supply. DUTCH BRAND Products are distributed exclusively through wholesale jobbing channels everywhere.

WORLD WIDE DISTRIBUTION



This is the home of
DUTCH BRAND Products

Manufacturers Est. 1910 **VAN CLEEF BROS.** Woodlawn Ave., 77th to 78th S