

For decorating interior surfaces... a
FLAT PAINT *so DURABLE*
it is also used for exteriors!

YOU NEVER BEFORE saw a flat paint like this...

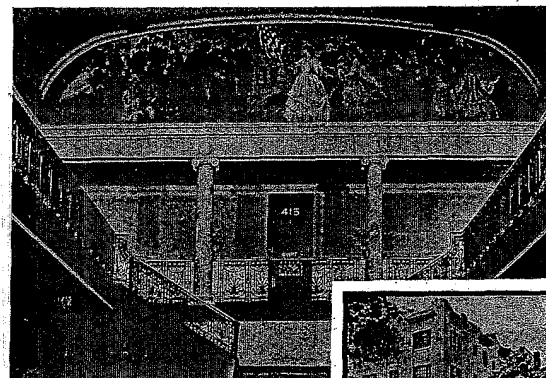
A flat paint that provides rich, smooth finishes, beautiful enough for the handsomest interiors. Yet a flat paint so remarkably sturdy, so enduring, that it is used outside on concrete, stucco and brick.

Responsible for this vastly improved flat paint is Dutch Boy Lead Mixing Oil... a companion product to Dutch Boy White-Lead.

When added to Dutch Boy White-Lead, it produces a finish that combines the characteristic beauty of a white-lead "flat" with extraordinary durability.

The fact that this paint stands up outside gives you an idea of how it withstands repeated washing. Its surface is impervious to the things that soil interiors. Ink stains, pencil marks, finger smudges, grease and dirt are easy to remove.

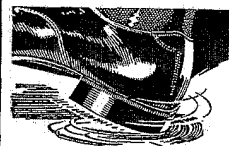
And here are some other points in this paint's favor: It is easy to mix... you just add Lead Mixing Oil to white-lead. It levels out smooth, free from brushmarks, requires no stippling. It seals... hides firecracks. It brushes with the ease and high spreading rate of all white-lead paint. Yet on top of all these advantages, Dutch Boy Lead Mixing Oil gives a white-lead "flat" at a reduced cost per gallon.



* Polk County Court House, Des Moines, Iowa, painted with Dutch Boy White-Lead and Lead Mixing Oil. Painting consists of D. J. Linne's statement that this combination produces a flat paint that is better looking and more durable than any he has ever used. Inset shows stucco exterior of Lovjoy Apartments, Portland, Oregon, painted and waterproofed with Lead Mixing Oil white-lead paint.



STANDS THE HEEL TEST



You can actually grind your heel against a Lead Mixing Oil job that is thoroughly dry and then clean off the dirt without a trace of damage.

You will want to stock Dutch Boy Lead Mixing Oil, along with the other Dutch Boy products, to meet the demand from painters and other sources.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 909 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 620 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 860 Albany Street, Boston; National Lead & Oil Co., of Penna., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.



DUTCH BOY
Lead Mixing Oil

for use with

KD-4484- Hardware Age, Feb., 1935 ★
 Hardware Retailer, Feb. - August
 American Paint & Oil Dealer, Feb. - June

N 28141

0000-NLI-000014474