



PAINTERS IN EVERY

USE DUTCH BOY WHITE LEAD

[According to an impartial, country-wide survey]



The Saturday Evening Post, May 24th

Collier's Weekly, May 17th

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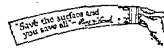
NO ONE KNOWS PAINT LIKE A PAINTER

It is natural that you should give more thought to *painting*... than to paint... more thought to the *finished* paint job than to the means of attaining it. For after all, this matter of paint is a painter's job. No one knows paint like a painter... And so when your painter recommends Dutch Boy... and eight out of ten painters use this pure white lead... he is thinking of the finished job... a better finished job that will retain its original beauty longer... that will give you exactly the tints and shades you like... that will provide a protective coating

that will neither crack nor scale and that won't demand expensive scraping and burning later. Besides, Dutch Boy permits your painter to give you a custom-made paint, mixed to suit the particular conditions of the job + + Consider this



fact again... it is significant... eight painters in every ten use Dutch Boy White Lead... and, of course, "No One Knows Paint Like a Painter" + + Write for "The House We Live In," a free booklet giving many helpful suggestions on the decoration and protection of the home. Address our branch office that is nearest you.



NATIONAL LEAD COMPANY

New York, 111 Broadway—Buffalo, 116 Oak Street—Chicago, 900 West 18th Street—Cincinnati, 659 Freeman Avenue—Cleveland, 820 West Superior Avenue—St. Louis, 722 Chestnut Street—San Francisco, 235 Montgomery Street—Boston, National-Boston Lead Co., 800 Albany Street—Pittsburgh, National Lead & Oil Co. of Pa., 316 Fourth Avenue—Philadelphia, John T. Lewis & Bros. Co., Widener Building.

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ican Magazine, July

Better Homes and Gardens, July

House and Garden, July