

TAKES MORE THAN ONE HAT

To Fit Every Head



"Better Fit" is the Dutch Boy's motto. That's why he didn't stop with just one or two white-leads. He offers you five! Each has its own special combination of paint-making qualities. So the paint manufacturer has a much better chance of finding a white-lead that fits his product—a "lead" with precisely the paint-making characteristics he requires.

Here's the wide choice that the Dutch Boy makes available. First, those two old standbys, Dutch and Carter. Next comes H.T.S. with its increased paint-thickening power, tinting strength and hiding power. Then there are the new 333 and 111 White-Leads, both of which rate even higher in these qualities. No. 111, for example,

has greater paint-thickening power, tinting strength and hiding power than any other white-lead on the market.

Remember, that no matter which one of the five you choose, you can be sure of uniformity. Remember, also, that the more white-lead you use the better the paint. Step up the white-lead in your formula—and you automatically step up the quality and durability of your paint.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 122 Chestnut St., St. Louis; 2249 24th St., San Francisco; National-Boston Lead Co., 300 Albany St., Boston; National Lead & Oil Co. of Penna., 1376 River Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

