



"That's certainly talking my language," says the Dutch Boy, as he gives his enthusiastic okay to the slogan of the Lead Industries Association. He'll give you three good reasons why the painter comes out ahead when he paints with white-lead.

1. **Low cost per gallon.** White-Lead in oil gives top-notch paint at a rock-bottom price per gallon.

2. **Easy Brushing.** Every painter recognizes that white-lead paint is by nature an easy spreader. It makes your job easier.

3. **A business-builder.** Since "way back,"

white-lead has been famous as the paint that can take it — the paint that does not crack and scale—the paint that saves money at repaint time. Paint jobs like that bring the property owner back for more—cause him to "tell his friends." That means more painting jobs — and more days of work for you.

Improved Dutch Boy

For years, Dutch Boy has been recognized by experienced painters as the standard of what a first quality white-lead should be. Today you'll find it's an even better "lead" than in the past—better in three ways:

First, you'll notice that it has been stepped up in whiteness. This means whiter whites and cleaner, sharper tints. Next you'll feel its improved body—it makes a heavier paint. Finally, you'll be pleased to discover that today's Dutch Boy has better hiding. You get increased coverage and more solid looking jobs.

Don't forget that all the other Dutch Boy strong points are still there—quick mixing, easy spread, etc. Add these old advantages and new improvements together. And the net of it all is a new high in paint value.



NATIONAL LEAD COMPANY—111 Broadway, New York; 115 Oak St., Buffalo; 900 West 18th St., Chicago; 859 Freeman Ave., Cincinnati; 1513 West Third St., Cleveland; 133 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany St., Boston; National Lead & Oil Co., of Penna., 1276 River Ave., Pittsburgh; John T. Lewis & Bros. Co., Wilkes-Barre, Pa.

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