



8 PAINTERS IN EVERY 10 USE DUTCH BOY WHITE LEAD

(According to an impartial, trustworthy survey.)

WHEN your painter recommends Dutch Boy White Lead, and 8 painters out of 10 painters use this pure white lead, you are getting 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 so 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.

Write for free booklet—*"The House We Love to Live In"*—*Illustrated*—*Free*

NATIONAL LEAD COMPANY

100 Broadway, New York, N. Y.
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AND NO ONE KNOWS PAINT LIKE A PAINTER

AD 14—Ly. P. American Federationist—May 1930

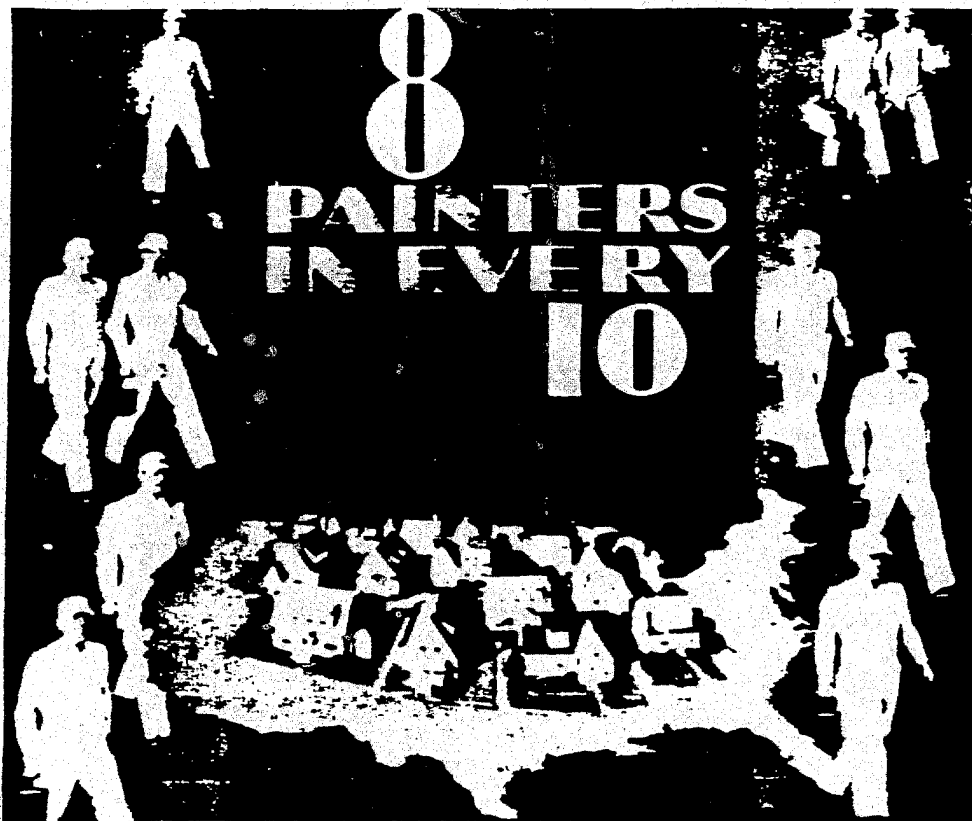


THE work of the painter who paints your house must stand out in the light of day, visible to all eyes, performing the combined job of beautifying, protecting and prolonging the life of one of your cherished possessions—your home. That explains why 8 out of every 10 painters select Dutch Boy White Lead. Paint made with Dutch Boy retains its beauty a long time, can be tinted to just the colors you want—and it does not crack or scale, does not demand burning and scraping at repaint time. Remember: No one knows paint like a painter.

Write for booklet—*"The House We Love to Live In"*

NATIONAL LEAD COMPANY
New York, 100 Broadway—Buffalo, 1161 N. E. St.
—Chicago, 500 West 14th St.—Cincinnati, 659
Freeman Ave.—Cleveland, 820 West Superior
Ave.—St. Louis, 222 Chestnut St.—San Fran-
cisco, 2240 24th Street—Boston, National
Boston Lead Co., Box Albany St.—Pittsburgh,
National Lead & Oil Co., 11 Pennsylvania
Ave.—Philadelphia, John
T. Lewis & Bros. Co., Widener Building

K 214—American Federationist—June 1930



USE DUTCH BOY WHITE LEAD

If the big majority of painters use Dutch Boy White Lead, and a nationwide survey indicates that they do, then there can be no question about the demand for Dutch Boy. According to this impartial survey, 8 out of every 10 painters use Dutch Boy, and they must buy it before they can use it.

Your own experience has no doubt already proved that Dutch Boy customers are worth having...worth making...worth keeping.

Dutch Boy White Lead comes in both soft paste and heavy paste forms—in 100 lb. kegs, 50, 25, and 12½ pound pails. You never have to explain Dutch Boy—it's a trade-mark that's known wherever paint is sold.



NATIONAL LEAD COMPANY

New York: 100 Broadway, Room 1001. Chicago: 100 West
 40th Street, Room 1001. Philadelphia: 100 North
 5th Street, Room 1001. St. Louis: 100 North
 5th Street, Room 1001. San Francisco: 100
 Market Street, Room 1001. Seattle: 100
 4th Avenue, Room 1001. Washington: 100
 Pennsylvania Avenue, Room 1001.



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8 PAINTERS IN EVERY 10 USE DUTCH BOY

THE Dutch Boy brand has won first place in the esteem of painters and other white lead buyers because it always measures up to the highest standards of purity, quality and uniformity.

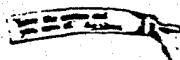
This constant, well-established policy of putting quality first has won the recognition of experienced painters everywhere. Witness: 8 painters out of every 10 use Dutch Boy.

This overwhelming preference is your best assurance of a steady, unflinching demand for this high quality product. It is also assurance of a ready sale for linseed oil, turpentine, and other products used with white lead.

Dutch Boy white lead comes in both heavy paste and soft paste forms, in 100 lb. kegs, 50 lb. and 12 1/2 lb. pails. The famous Dutch Boy trade mark is on every package.

NATIONAL LEAD COMPANY

New York, 111 Broadway, Buffalo, 100 Oak St., Chicago, 80 West 18th St., Cincinnati, 609 Freeman Ave., Cleveland, 20 West Superior Ave., St. Louis, 722 Chestnut St., San Francisco, 2200 24th St., Boston, National-Boston Lead Co., 80 Albany St., Pittsburgh, National Lead & Oil Co. of Pa., 310 Fourth Ave., Philadelphia, John T. Lewis & Bros. Co., Walnut Building.



Job KD 199—American Paint & Oil Dealer, August, 1930
Hardware Age, August 21
Hardware Retailer, August
Building Supply News, August 5

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USE DUTCH BOY WHITE LEAD

No one knows paint like a painter. And since there is one point upon which 8 out of every 10 painters agree, this matter of selecting paint comes down to a mere question of common sense — 8 out of every 10 painters use Dutch Boy White Lead because Dutch Boy provides a protective coating that lasts—that holds its beauty a long time—that provides just the attractive tints and shades you want—that does not crack and scale and therefore requires no expensive scraping and burning at repaint time — Next time your painter writes "Dutch Boy White Lead" into his specifications, remember that "No One Knows Paint Like a Painter" — White Lead from the back of "The House We Live In" — which gives the paint a reputation for the durability and protection of the home. Please ask your painter for the Dutch Boy

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NATIONAL LEAD COMPANY





**8 PAINTERS
IN EVERY 10**

USE DUTCH ICE

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This advertisement appears in the following publications:
The Star, Los Angeles, June 18, 1940
The American Magazine, June 1940