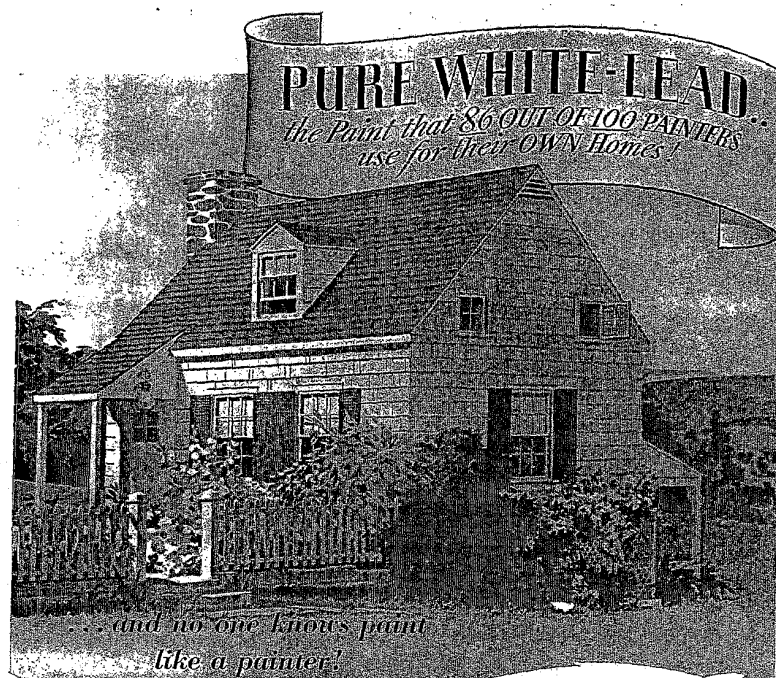




• The best judges of paint for exterior use are architects and painters.

Architects specify pure white-lead. A recent survey shows they favor it by 3 to 1. But what about painters?

What is the choice of the men who work with paint day in and day out? What do they use when the selection is entirely theirs?

Not long ago a questionnaire was sent to painters by the Forest Products-Better Paint Campaign. It asked what they used on their own homes.

86 out of every 100

answered

• "Pure white-lead"

This overwhelming preference is based, of course, on years of experience.

Painters, more than any other individuals, have had a chance to observe white-lead's ability to stand up for long periods under the most severe weather conditions.

White-lead paint does not crack and scale. On the contrary, it wears



down stubbornly by gradual chalking, which leaves a smooth, unbroken surface, an ideal foundation for new paint. Moreover, it can be mixed to suit the requirements of the job and tinted to the exact colors specified.

Dutch Boy White-Lead — good paint's other name — has long been respected for its high quality both by property owners and those who deal with paint professionally.



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 W. 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 W. Superior Ave., Cleveland; 122 Chestnut St., St. Louis; 2240 24th St., San Francisco; National Boston Lead Co., 300 Albany St., Boston; National Lead & Oil Co. of Penna., 316 Fourth Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.