

This Flat Paint Wins in EVERY Class!



READ the titles on those ribbons. Don't they include every quality you'd like to find in a flat paint? That's the remarkable feature of the "flat" made by combining Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil.

Everything considered, cost of application and length of life as well as cost per gallon, this paint is the most economical "flat" you can use. Its low cost applied to the wall comes from its quick mixing (a gallon a minute), its easy spreading (like all white-lead paint becomes more fluid under the brush) and its high coverage (800 sq. feet to the gallon on smooth plaster). Its low maintenance cost comes from its

combination of extreme washability and durability.

And it is durable, so durable that it is extensively used for painting concrete, stucco and brick exteriors, which it seals as well as finishes. It takes all the punishment the elements can give, defying the weather year after year.

That sort of service outside gives you some idea of how it behaves inside... how it stands up under repeated washing and other severe use. Also, it can be washed completely clean even after being ink-stained, pencil-marked, grease-

smudged, or defaced with shoe-blackening or mercurochrome.

Another advantage of Dutch Boy White-Lead and Lead Mixing Oil paint is its great beauty. It has all the richness, solidity and depth characteristic of a white-lead finish... a paint handsome enough for even the finest interiors.

DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL



NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 906 W. 18th St., Chicago; 639 Franklin Ave., Cincinnati 3213 West Third St., Cleveland; 722 Chestnut St., San Francisco; 230 2nd St., San Francisco; National-Lead Paint Co., 200 Albany St., Boston; National-Lead & Oil Co. of Pennsylvania, 316 Fourth Ave., Pittsburgh; John T. Lewis & Sons, Co., Widener Bldg., Philadelphia.

KD-6141—National Real Estate Journal July, 1936 ★
Building and Building Management, October
Hotel Management, September
Modern Hospital, September
Architectural Forum, December

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