

A Flat Paint Good from **EVERY** Angle

WASHABILITY

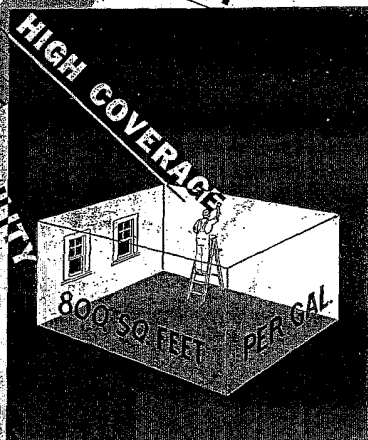
SEALING POWER

LOW COST

HIGH COVERAGE

BEAUTY

DURABILITY



• What's your idea of the ideal flat paint? Whatever it is, here's the paint that fits it—a "flat" made by combining Dutch Boy White-Lead with its companion product Dutch Boy Lead Mixing Oil. It has everything!

First of all, it has the high coverage typical of a white-lead "flat." A gallon is good for 800 square feet on smooth plaster.

On top of high coverage it has great durability. So great, in fact, 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 and metachroming.

Other advantages of Dutch Boy White-Lead and Lead Mixing Oil paint are the following: It has all the richness, solidity and depth characteristic of a white-lead finish—a paint

beautiful enough for the finest interiors. It has excellent sealing power, stopping suction and hiding fire-cracks. And its high coverage, added to its quick mixing and easy spreading, makes it low in first cost, while its long wear and easy cleanability make it low in cost per year.

DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL



NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak Street, Buffalo; 900 W. 12th Street, Chicago;
559 Freeman Avenue, Cincinnati; 1313 West Third Street, Cleveland; 722
Chestnut Street, St. Louis; 2246 24th Street, San Francisco; National-Boston
Lead Co., 100 Kilby St., Boston; National Lead & Oil Coy. of Canada, 215
Fourth Ave., Pittsburgh; John T. Lewis & Sons, Co., Wisconsin Bldg., Philadelphia.

KD-6140—National Real Estate Journal, June, 1936
Buildings and Building Management, September
Hotel Management, August
Modern Hospital, July
Architectural Forum, October

Master Painter and Decorator, December
Painter and Decorator, November
American Painter and Decorator, November
National Painters Magazine, December

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