

Look to
"Lead"... to add
 durability, flexibility,
 water resistance,
 adhesion to paint film.



Look to Dutch Boy*

Basic Silicate White Lead **"45X"**



*Reg. U. S. Pat. Off.

for "lead" in its most efficient form

You want "lead" in your house paints because it stabilizes the film. Plasticizes it. Reduces water sorption. Increases elastic strength.

In Basic Silicate White Lead "45X," you get "lead" in its most efficient form. Here are two reasons why...

1 — This unique, new white lead makes available a proportionately larger amount of "lead" because the reactive portion of each pigment particle is concentrated at the surface. The "lead" is on the outside, where it can be put to work!

2 — This unique, new white lead enables you to use fewer pounds of pigment because of its higher bulking value.

Many leading paint makers now include "Dutch Boy" Basic Silicate White Lead "45X" in their house paint formulations. Do this yourself... and save money on every gallon of paint, without any sacrifice in quality.

NATIONAL LEAD COMPANY

New York 6; Atlanta; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Dallas 2; Philadelphia 15; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.).



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