



# NOW 5 TO BE PROUD OF!

The Dutch Boy is normally a modest little fellow. But he can't repress a grin of satisfaction when he glances down at his five "marks of distinction." Each one stands for a high-quality white-lead. With five different "leads," to choose from, the paint manufacturer has a much better chance to get exactly what he wants. A better chance to get a white-lead with precisely the paint-making characteristics he's been looking for.

Here's the wide choice: First, you have those two old standards, Dutch and Carter. Next comes H.T.S. with its increased paint-thickening power, tinting strength and hiding power. Then there are the new 311 and 111 White Leads. Both have higher paint-thickening power, tinting strength and hiding power than any other white-lead on the market. For example, No. 111 rates about twice as high in these qualities as Dutch.

Remember that no matter which one of the five you choose, you can be sure of uniformity. Remember, also, that the more white-lead you use the better the paint. Step up the white-lead in your formula - and you automatically step up the quality and durability of your paint.

**NATIONAL LEAD COMPANY**  
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