



The Boy...

who Painted his way to Fame

Born of ancestors whose paint defended homesteads even back in the stormy Revolutionary days, the "Dutch Boy" is today known and trusted in every town and hamlet.

Why has "Dutch Boy" become, through the years, "Good Paint's Other Name"?

Because this stalwart home guardsman has never stopped pioneering in his job of giving American property better and better protection against the elements.

One reason "Dutch Boy" products have been able to offer outstanding advantages is the unceasing laboratory and field research that lies behind them. For instance, back in 1917, at Sayville, Long Island, National

Lead began an outdoor paint testing project which has continued without interruption for 30 years. The records from this testing station alone fill 325 volumes and provide a priceless fund of paint knowledge.

Here, on nearly two miles of panels, some 17,000 tests are being conducted at the present time—tests in which many different types of paint are subjected to weather exposure, to make certain that "Dutch Boy" stands up in service and stands out in beauty.

Is it any wonder that, wherever there is need of paint protection and beauty, there "Dutch Boy" gets first call. Today and always, to its millions of friends, it's "Good Paint's Other Name."



NATIONAL LEAD COMPANY

New York 6; Buffalo 2; Chicago 2; Cincinnati 3; Cleveland 13; St. Louis 1; San Francisco 16; Boston 6; (National Lead Co. of Mass.); Philadelphia 7; (John T. Lewis & Bros. Co.); Pittsburgh 20; (National Lead Co. of Pa.)

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