

Modern Hospital

1935

National Lead

For decorating interior surfaces... a
FLAT PAINT *so* **DURABLE**
it is also used for exteriors!

YOU NEVER BEFORE saw a flat paint like this...

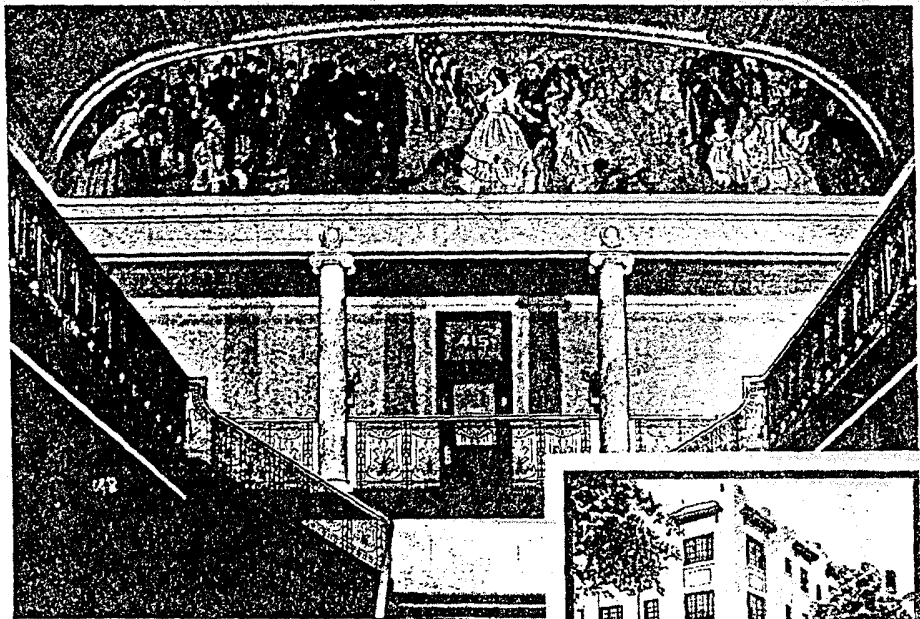
A flat paint that provides rich, smooth finishes, beautiful enough for the handsomest interiors. Yet a flat paint so remarkably sturdy, so enduring, that it is used outside on concrete, stucco and brick.

Responsible for this vastly improved flat paint is Dutch Boy Lead Mixing Oil... a companion product to Dutch Boy White-Lead.

When added to Dutch Boy White-Lead, it produces a finish that combines the characteristic beauty of a white-lead "flat" with extraordinary durability.

The fact that this paint stands up outside gives you an idea of how it withstands repeated washing. Its surface is impervious to the things that soil interiors. Ink stains, pencil marks, finger smudges, grease and dirt are easy to remove.

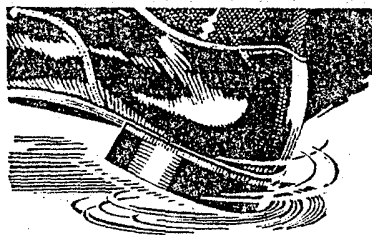
And here are some other points in this paint's favor: It is easy to mix... you just add Lead Mixing Oil to white-lead. It levels out smooth, free from brushmarks... requires no stippling. It seals... hides firecracks. It brushes with the ease and high spreading rate of all white-lead paint.



• Polk County Court House, Des Moines, Iowa, painted with Dutch Boy White-Lead and Lead Mixing Oil. Painting contractor D. J. Linnane states that this combination produces a flat paint that is better looking and more durable than any he has ever used. Inset shows stucco exterior of Lovejoy Apartments, Portland, Oregon, painted and waterproofed with Lead Mixing Oil white-lead paint.



STANDS THE HEEL TEST

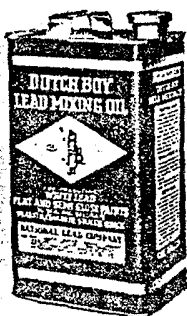


You can actually grind your heel against a Lead Mixing Oil job that is thoroughly dry and then clean off the dirt without a trace of damage.

Yet on top of all these advantages, Dutch Boy Lead Mixing Oil gives a white-lead "flat" at a reduced cost per gallon.

NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak St., Buffalo; 900 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 820 West Superior Ave., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Penna., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Bldg., Philadelphia.

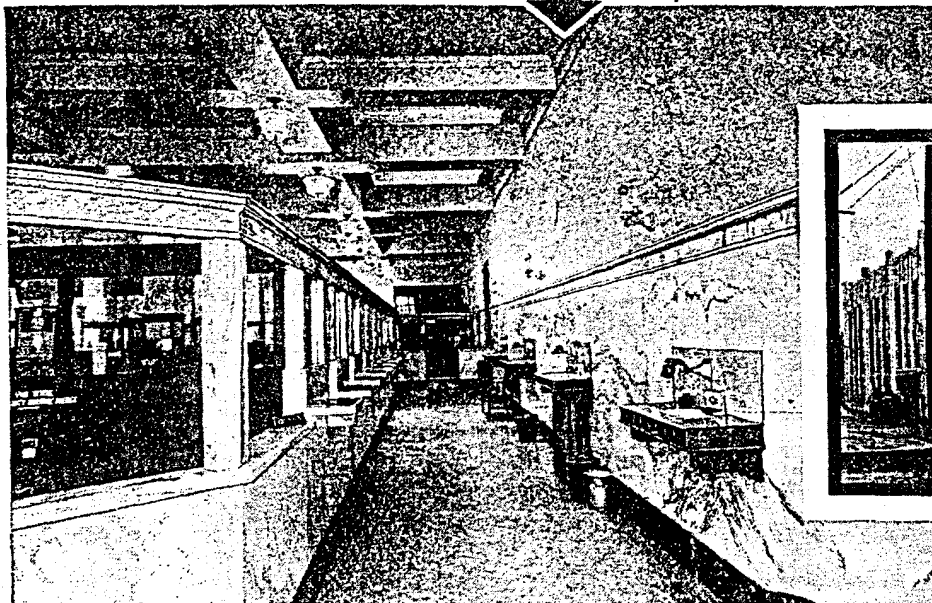


DUTCH BOY
Lead Mixing Oil

for use with



HERE'S A **FLAT** PAINT **FINE** *enough to be used here... yet* **DURABLE** *enough to be used here*



← First National Bank, New Kensington, Pa. Walls and ceilings painted with Dutch Boy White-Lead and Lead Mixing Oil by painting contractor Thomas Ormesher. Bank reports many favorable comments regarding job. Small picture shows rough stucco exterior of Salem (Oregon) Capital-Journal Building after painting contractor E. P. Reasor had applied two coats of Lead Mixing Oil and white-lead. Owner writes in appreciation of fine appearance as well as water-proofing quality of the paint.

WHEN the same flat paint produces beautiful interiors and durable exteriors, that's news!

And to men responsible for the maintenance of all kinds of buildings, it's *good news*.

This "flat" provides a finish worthy of the handsomest interior, a finish that satisfies the most particular craftsman. It also provides such a tough protective coating and seals so thoroughly that it is ideal for exterior use on concrete, stucco, brick and stone.

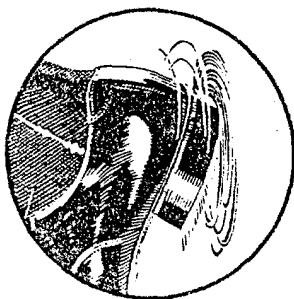
The secret of this step forward in flat paint is Dutch Boy Lead Mixing Oil. When added to its companion product, Dutch Boy White-Lead, it produces a finish with the characteristic beauty of a white-lead "flat" plus extraordinary durability.

It is a *tough* finish. Used outside, it withstands the weather year after year;

used inside, withstands washing again and again. It is a finish difficult to soil permanently. Ink stains, pencil marks, finger smudges, grease and dirt can all be completely removed.

Additional advantages: Easy to mix ... just add Lead Mixing Oil to white-

TEST IT THIS WAY...

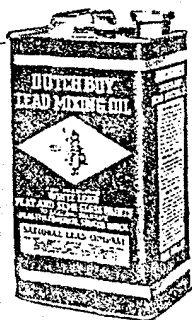


When a Lead Mixing Oil job is thoroughly dry grind your heel against it. Then see the dirt wash off without a trace of damage.

lead. Levels out smooth and free from brushmarks. Requires no stippling. Seals. Hides fire-cracks. And, like all white-lead paint, brushes easily and spreads far.

Final advantage: Economy. With Dutch Boy Lead Mixing Oil you get a white-lead "flat" at a definitely lower cost per gallon.

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Penna., 316 Fourth Avenue, Pittsburgh; John T.
Lewis & Bros. Co., Widener Bldg., Philadelphia.



DUTCH BOY

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The same **FLAT PAINT** that
Beautifies this
INTERIOR

Left—College Hill Branch of Central Trust Co., Cincinnati. Redecorated with Dutch Boy White-Lead and Lead Mixing Oil by painting contractor Charles Kammer who highly commends the easy-brushing and far-spreading qualities of this paint.

Below—Concrete apartment house at 915 Franklin Street, San Francisco, recently waterproofed with Lead Mixing Oil and white-lead. Owner Thomas Powell states, "We are more than satisfied with the appearance and the perfect protection from penetration of dampness."



...also Protects this Concrete
EXTERIOR!

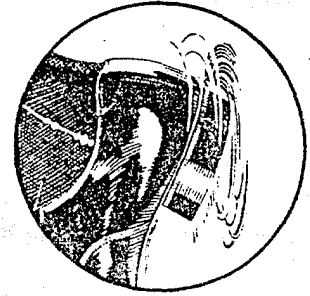
● Can you picture a flat paint on your interior walls that's sturdy enough to expose to sun, rain and snow? A flat paint fine enough for your handsomest interiors...yet tough enough to withstand exterior exposure on concrete, stucco, stone and brick which it seals and waterproofs?

Hard to believe? Well...here it is, right before your eyes. Two views showing the same flat paint—inside and outside. Two views of actual jobs—each satisfactory in every respect to the owners.

Responsible for this vastly improved flat paint is Dutch Boy Lead Mixing Oil. When added to its companion product, Dutch Boy White-Lead, it produces a finish with the characteristic richness and beauty of a white-lead "flat" plus extraordinary durability.

The fact that it defies the weather

TEST IT WITH YOUR HEEL



You can actually grind your heel against a Lead Mixing Oil job that is thoroughly dry and clean off the dirt without a trace of damage.

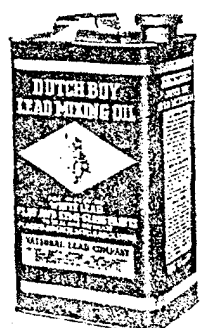
on outside jobs gives you a good idea how economical such a finish is on inside jobs—how it withstands wear and repeated washing. You never saw a tougher interior "flat," nor one that is harder to soil permanently. Ink stains, pencil marks,

finger smudges, grease and dirt can all be completely removed.

There are also other good points about this modern flat paint. For example: Easy to mix—just add Lead Mixing Oil to white-lead. Levels out smooth and free from brush-marks. Requires no stippling. Seals. Hides fire-cracks. Brushes with the ease and high spreading rate of all white-lead paint. Gives a white-lead "flat" at a reduced cost per gallon.

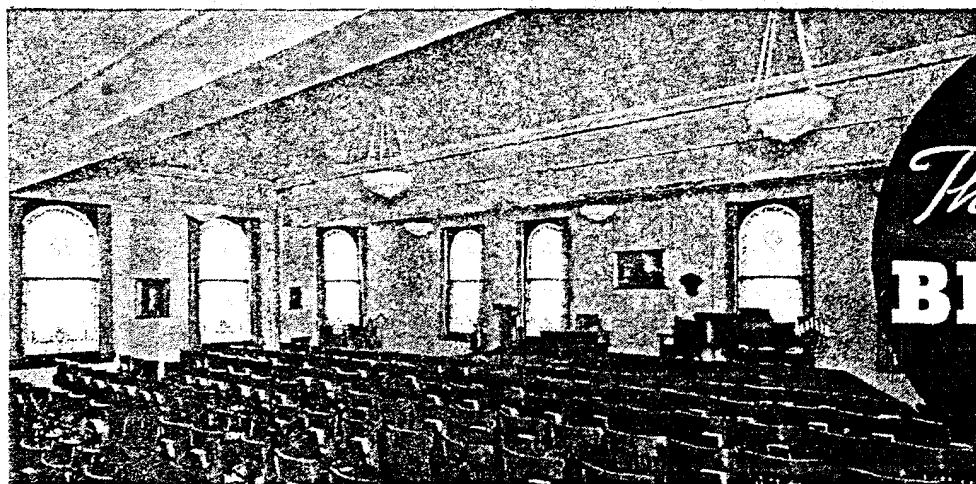
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Lead Mixing Oil

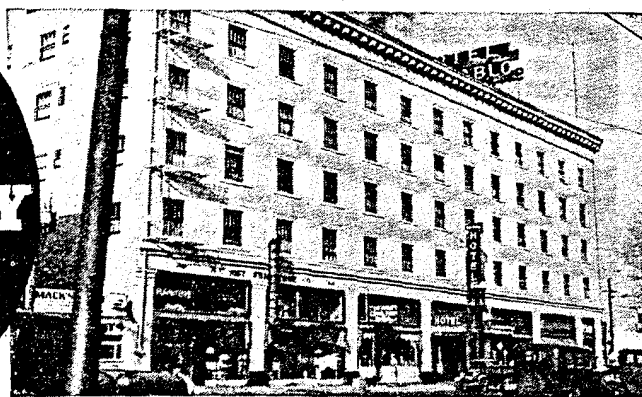




Above—Interior view of Kansas City, Mo., National Training School for Deaconesses and Missionaries. Entire interior painted with Dutch Boy White-Lead and Lead Mixing Oil by painting contractor, E. C. Eades. School authorities reported well pleased with the job.

Right—Hotel San Pablo, Oakland, Calif. Exterior painted with Dutch Boy White-Lead and Lead Mixing Oil. Owner writes, "The appearance passed all our expectations and the paint is standing up well after an unusually severe winter."

...this proves the
DURABILITY

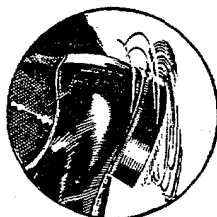


of a vastly improved **FLAT PAINT**

● Gentlemen...we give you the flat paint of your dreams! A flat paint so rich and beautiful you'll want it for your finest interior jobs...and at the same time so durable it stands up outside, where it is used to seal and waterproof stucco, concrete, brick and stone.

STANDS THE HEEL TEST!

You can actually grind your heel against a Lead Mixing Oil job that is thoroughly dry and then clean off the dirt without a trace of damage.



Its resistance to the weather outside gives you a good idea how it withstands repeated washing and hard wear inside. You never saw a flat finish that is harder to soil permanently. Ink stains, pencil marks, finger smudges, grease and dirt can all be completely removed.

All your painter needs to produce this superior "flat" is Dutch Boy White-Lead and its special companion product... Dutch Boy Lead Mixing Oil.

This combination not only gives extraordinary durability but a finish with the characteristic beauty of a white-lead "flat."

Other advantages: Easy to mix—just add Lead Mixing Oil to white-lead.

Levels out smooth and even. Requires no stippling. Has excellent sealing qualities. Hides fire-cracks. Brushes with the ease and high spreading rate of all white-lead paint. Gives a white-lead "flat" at a reduced cost per gallon.

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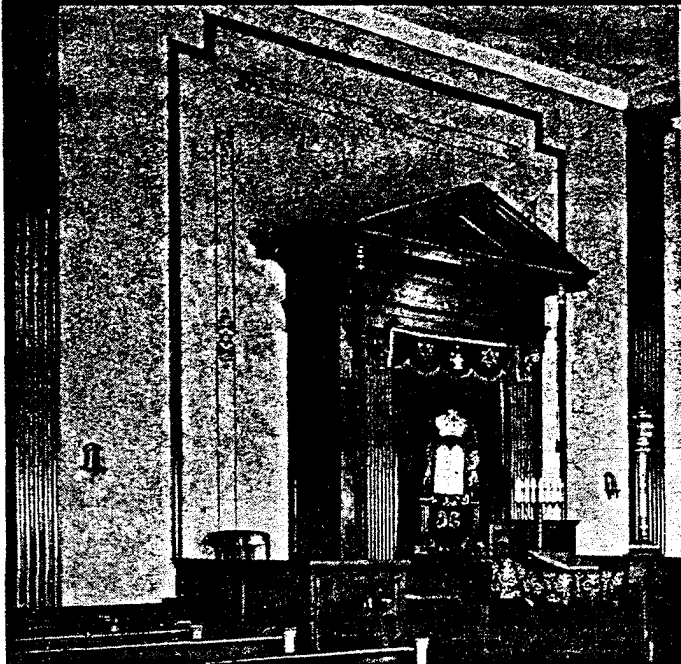
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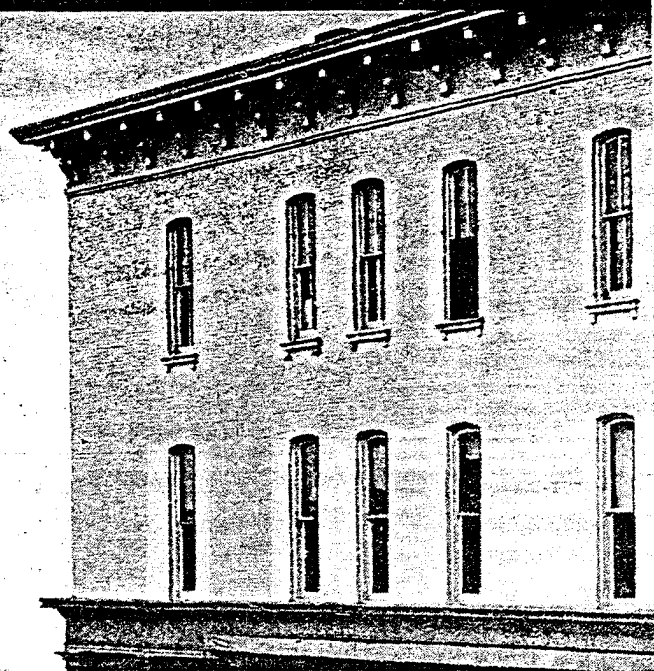
for use with



INTERIOR DECORATION...PROTECTION



Interior of Jewish Synagogue, Council Bluffs, Iowa, painted with Dutch Boy White-Lead and Lead Mixing Oil by painting contractor, H. J. Mosher. The members of the church are reported exceedingly well pleased with the appearance.



Brick exterior of First National Bank, Council Bluffs, also painted by Mr. H. J. Mosher with Dutch Boy White-Lead and Lead Mixing Oil. Bank officials were so well pleased, they had interior finished with the same paint.

use the same **FLAT PAINT** *for Both!*

Here's a flat finish so sturdy it stands up outside, and at the same time so rich and beautiful you'll be proud to use it for the finest interior decoration.

The fact that it defies the weather on outside jobs (for this flat paint thoroughly seals and waterproofs stucco, concrete, brick and stone) gives you a good idea how it withstands wear and repeated washing on inside jobs. This is a finish that is difficult to soil perma-

nently. Ink stains, pencil marks, finger smudges, grease and dirt can all be completely removed.

All your painter needs to produce this vastly improved flat paint is Dutch Boy White-Lead and its special companion product...Dutch Boy Lead Mixing Oil.

In addition to extraordinary durability and white-lead's characteristic beauty, you also get these other important advantages:

Easy to mix—just add

Lead Mixing Oil to white-lead. Levels out smooth and even. Requires no stippling. Has excellent sealing qualities. Hides fire-cracks. Brushes with the ease and high spreading rate of all white-lead paint. Gives a white-lead "flat" at a reduced cost per gallon.

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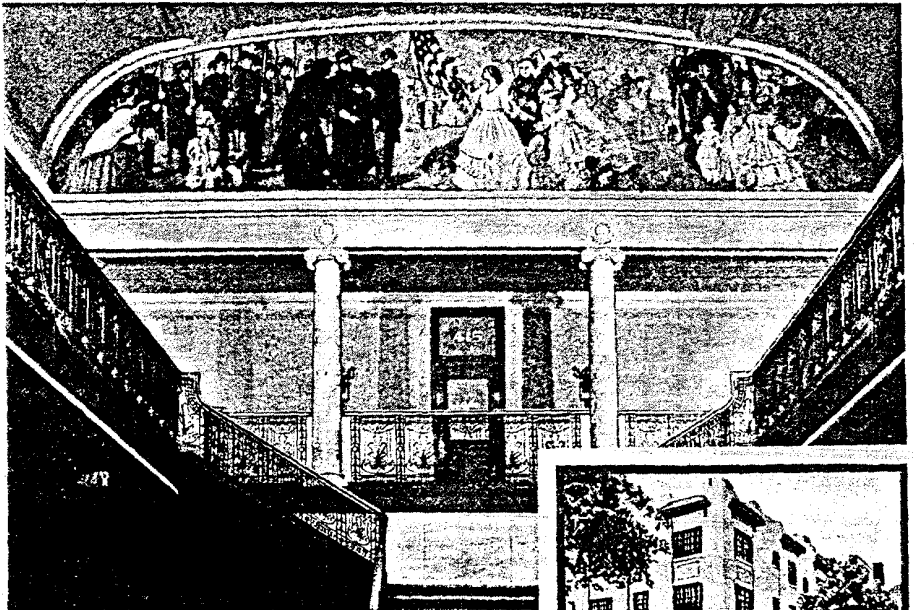
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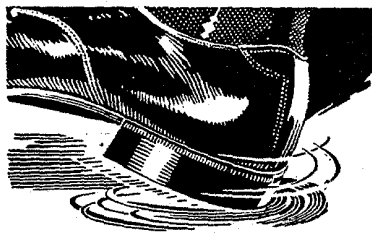
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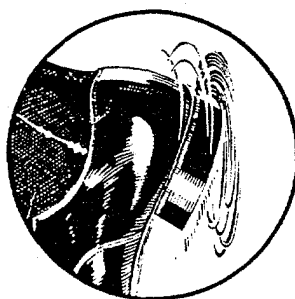
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