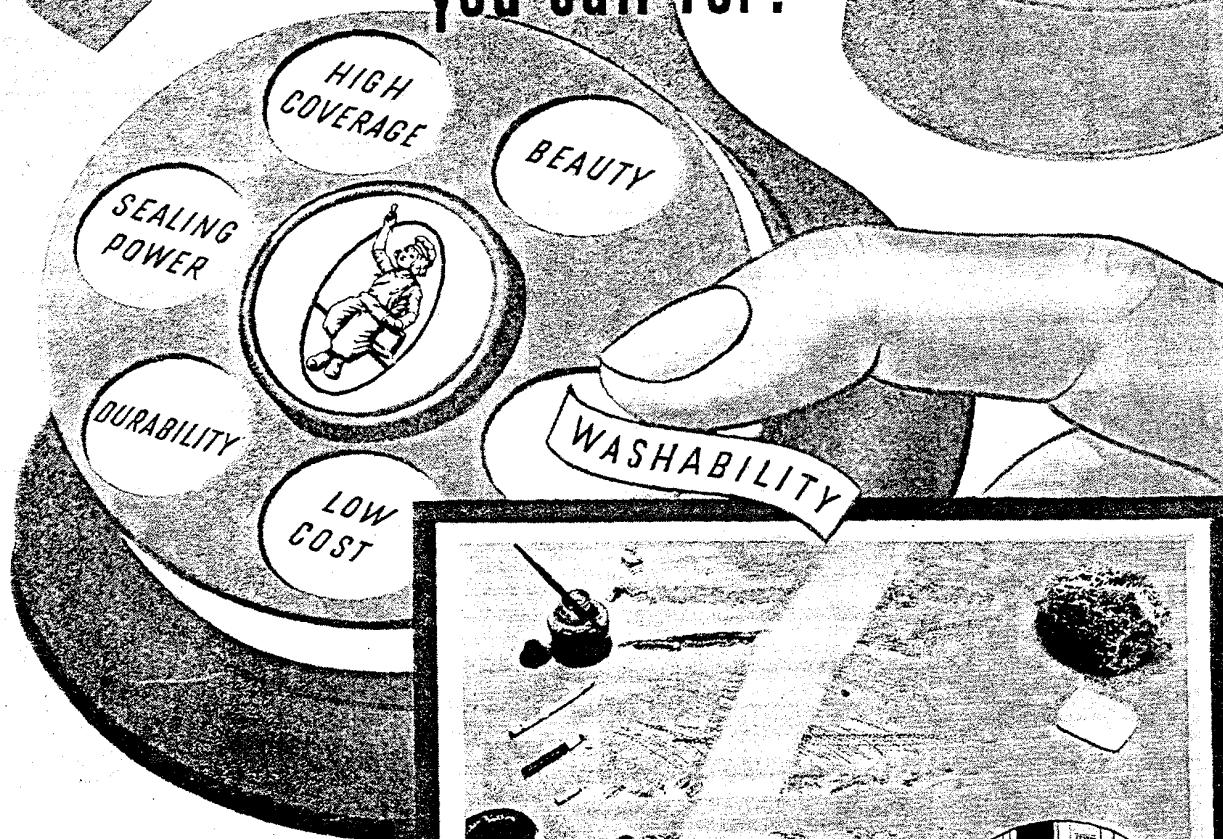


Modern Hospital 1936

National Lead

A Flat Paint that has *Everything* you call for!

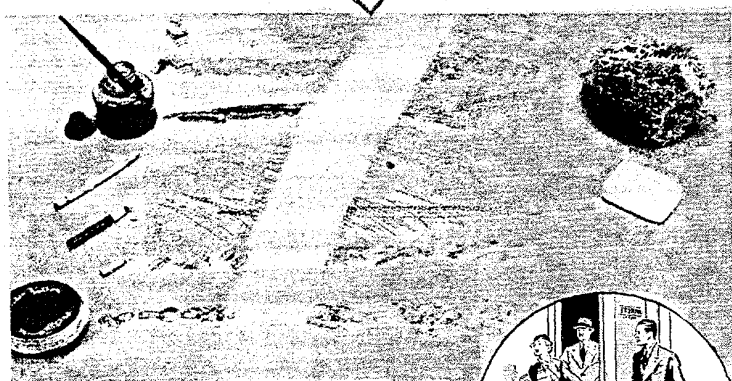


● Talk about a flat paint! Here's one made right to your own specifications. Made with Dutch Boy White-Lead and a new companion product, Dutch Boy Lead Mixing Oil.

It's a flat paint that washes perfectly clean after almost unbelievable abuse. We submit in evidence the unretouched photo at the right. This panel was first nailed to the floor outside an office door. For a week a stream of heel and toe traffic poured over it...hundreds of scuffing, scratching, grinding shoes.

Then we smeared it with grease. Stained it with mercurchrome and ink. Streaked it with pencil, crayon and lipstick. Daubed it with shoe blacking.

Soap and water washed a swath right through the middle of it as clean as a



This test panel is a 2' x 3' piece of wallboard, painted with Dutch Boy White-Lead and Lead Mixing Oil. Horizontal streaks show how it was defaced with various enemies of interior paint. Swath shows marks completely removed by washing with soap and water.

Scores of People Even Walked on this Test Panel

hound's tooth... and without damage to the paint! (See photograph above.)

Paint that survives a test like this must also be durable. Further proof of its durability is its use for sealing and finishing exterior concrete, stucco and brick. Used inside on plaster or other porous surfaces it stops suction and hides fire-cracks.

It has all of white lead's characteristic richness, solidity and depth, a finish beautiful enough for even the finest interiors.

Its high coverage of 800 square feet per gallon, 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.

NATIONAL LEAD COMPANY

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

DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL

The MODERN HOSPITAL



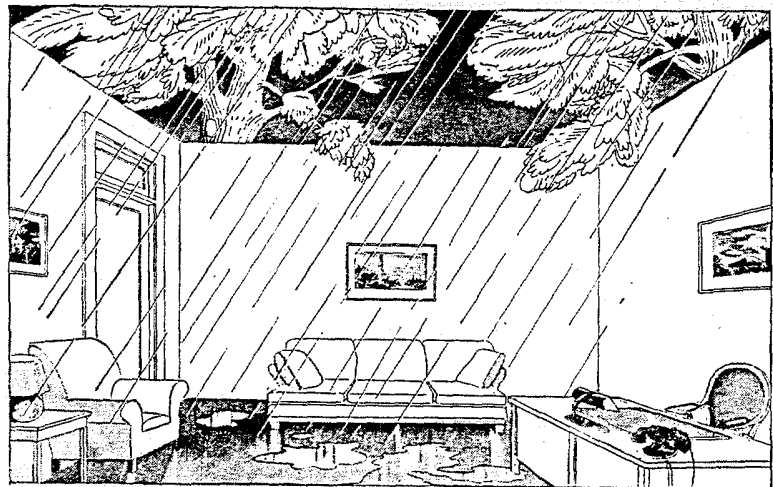
PICK OUT any paint requirement you wish—and this is what you'll find: The flat paint to use is the one made by combining Dutch Boy White-Lead with Dutch Boy Lead Mixing Oil!

Is durability a major consideration? Here is that exception among flat paints—one that is used outdoors as well as in.

Its extensive use on concrete, stucco and brick exteriors is the best possible proof of its great durability. 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 withstands wear and repeated washing. Also, it can be washed completely clean even after being ink-stained, pencil-marked, grease-smudged or defaced with shoe-blackening and mercurchrome.

You will find, too, that a



• Expose a room to the weather? Ridiculous—everything in it would be ruined. That is, almost everything. One thing wouldn't be harmed at all—the beautiful Dutch Boy White-Lead and Lead Mixing Oil finish on the walls. This remarkable durable flat paint is just as much at home outdoors as in.

white-lead and lead mixing oil finish has the richness, solidity and depth characteristic of lead paints. It is a finish beautiful enough for the finest interiors.

Other advantages of this improved flat paint are the follow-

ing: It stops suction and hides fire-cracks; and its high coverage of 800 square feet per gallon, 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.



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DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL

A Flat Paint with ALL THE QUALITIES you read about



You read about this and that flat paint, each one featured by some particular advantage. But here's a "flat"—made by combining Dutch Boy White-Lead and its companion product Dutch Boy Lead Mixing Oil—which has all the advantages you read about, plus excellent sealing power.

Because this unusual flat paint seals so well, stopping suction and hiding fire-cracks, it can be used for all coats on interior plaster. This sealing power is also one of the reasons for its extensive additional use on concrete, stucco and brick.

Its wide use outdoors on these materials is the best possible proof of its great durability. 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 mercurochrome.

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 gives high coverage, averaging about 800 square feet per gallon on smooth surfaces. This, 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.

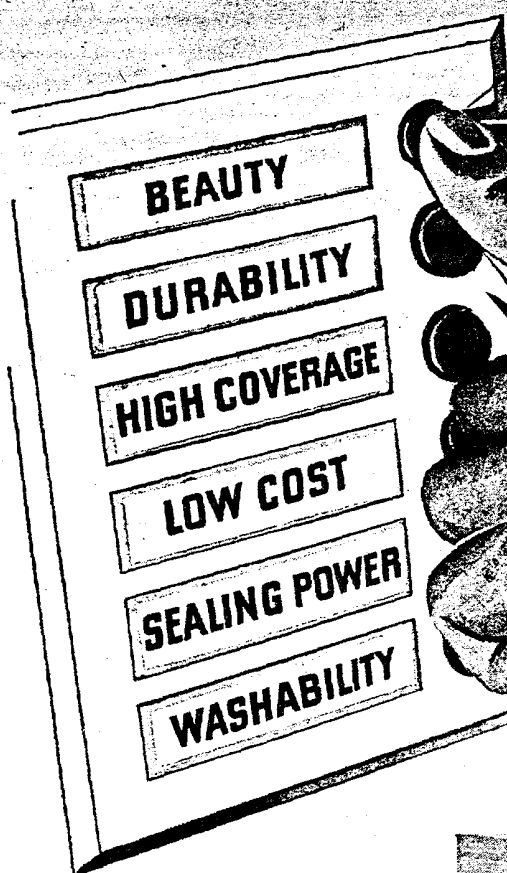
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DUTCH BOY

WHITE-LEAD & LEAD MIXING OIL



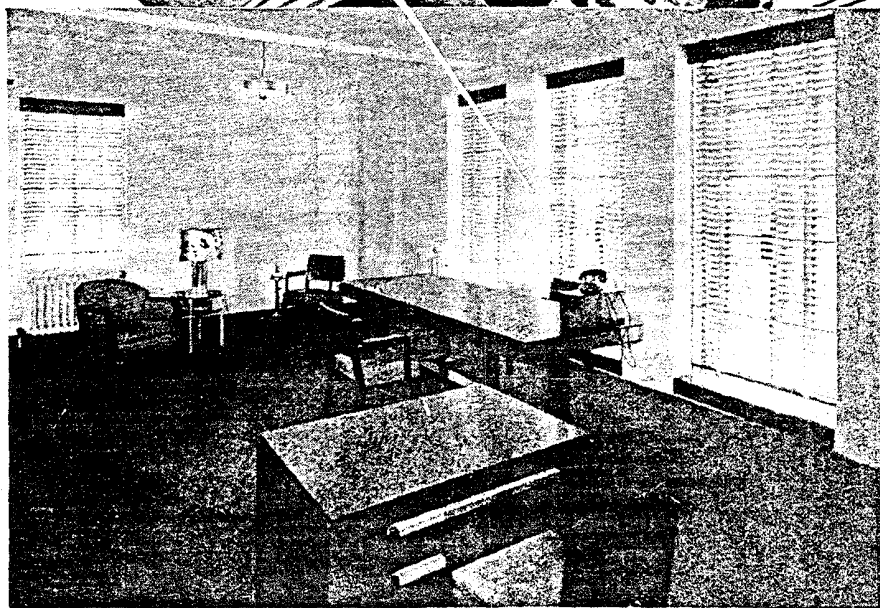
*A Flat Paint that
Rings the Bell*
**EVERY
TIME!**

NO MATTER which qualities you're looking for—there's one flat paint in which you'll find them all, the "flat" made by combining Dutch Boy White-Lead with its companion product, Dutch Boy Lead Mixing Oil.

Beauty, for example. It's a paint with all the richness, solidity and *depth* characteristic of a white-lead finish... a paint that levels out so smooth that stippling to eliminate brush-marks becomes unnecessary... a paint that provides a finish fine enough for the finest interior.

Yet durable, too. So durable, in fact, that it is extensively used for sealing and finishing concrete, stucco and brick exteriors. 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.



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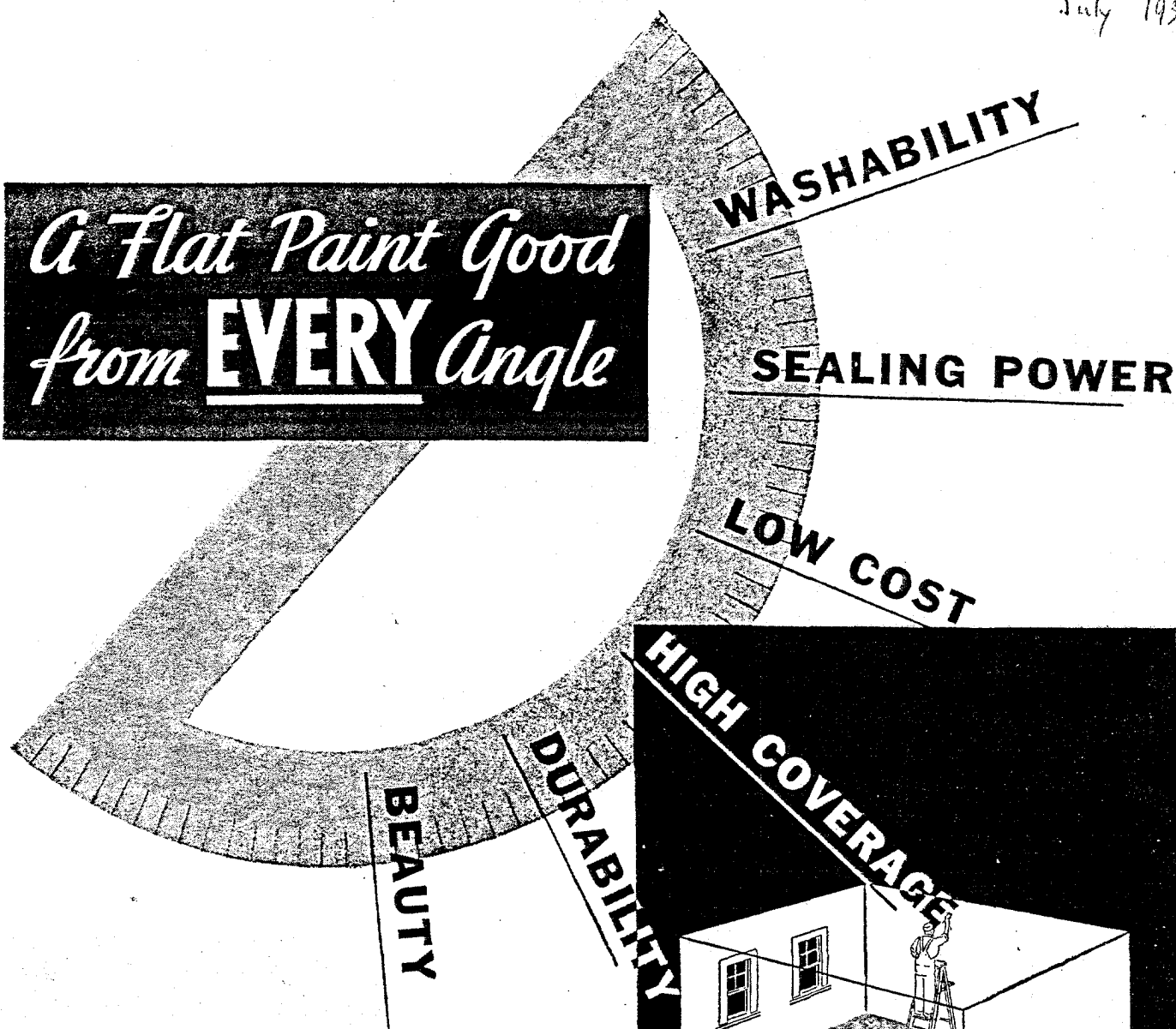
DUTCH BOY
WHITE-LEAD & LEAD MIXING OIL



NATIONAL LEAD COMPANY

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A Flat Paint Good from **EVERY** Angle



● 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*!

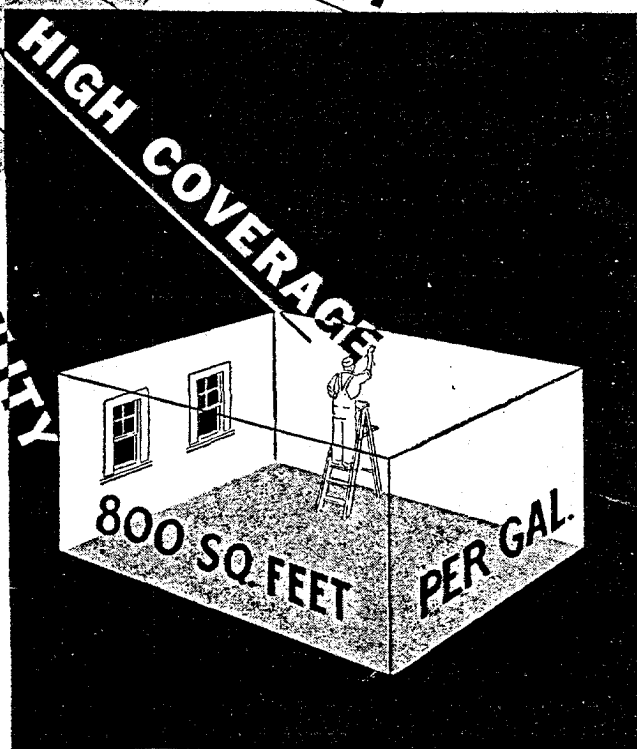
First of all, it has the high coverage typical of a white-lead "flat." A gallon is good for 800 square feet on smooth plaster.

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 mercurchrome.

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

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This Flat Paint Wins in **EVERY** Class!



READE the titles on those ribbons. Don't they include *every* quality you'd like to find in a flat paint? That's the remarkable feature of the "flat" made by combining Dutch Boy White-Lead and Dutch Boy Lead Mixing Oil.

Everything considered, cost of application and length of life as well as cost per gallon, this paint is the most economical "flat" you can use. Its low cost applied to the wall comes from its quick mixing (a gallon a minute), its easy spreading (like all white-lead paint becomes more fluid under the brush) and its high coverage (800 sq. feet to the gallon on smooth plaster). Its low maintenance cost comes from its

combination of extreme washability and durability.

And it is durable, so durable 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.

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Another advantage of Dutch Boy White-Lead and Lead Mixing Oil paint is its great beauty. It has all the richness, solidity and depth characteristic of a white-lead finish...a paint handsome enough for even the finest interiors.

DUTCH BOY

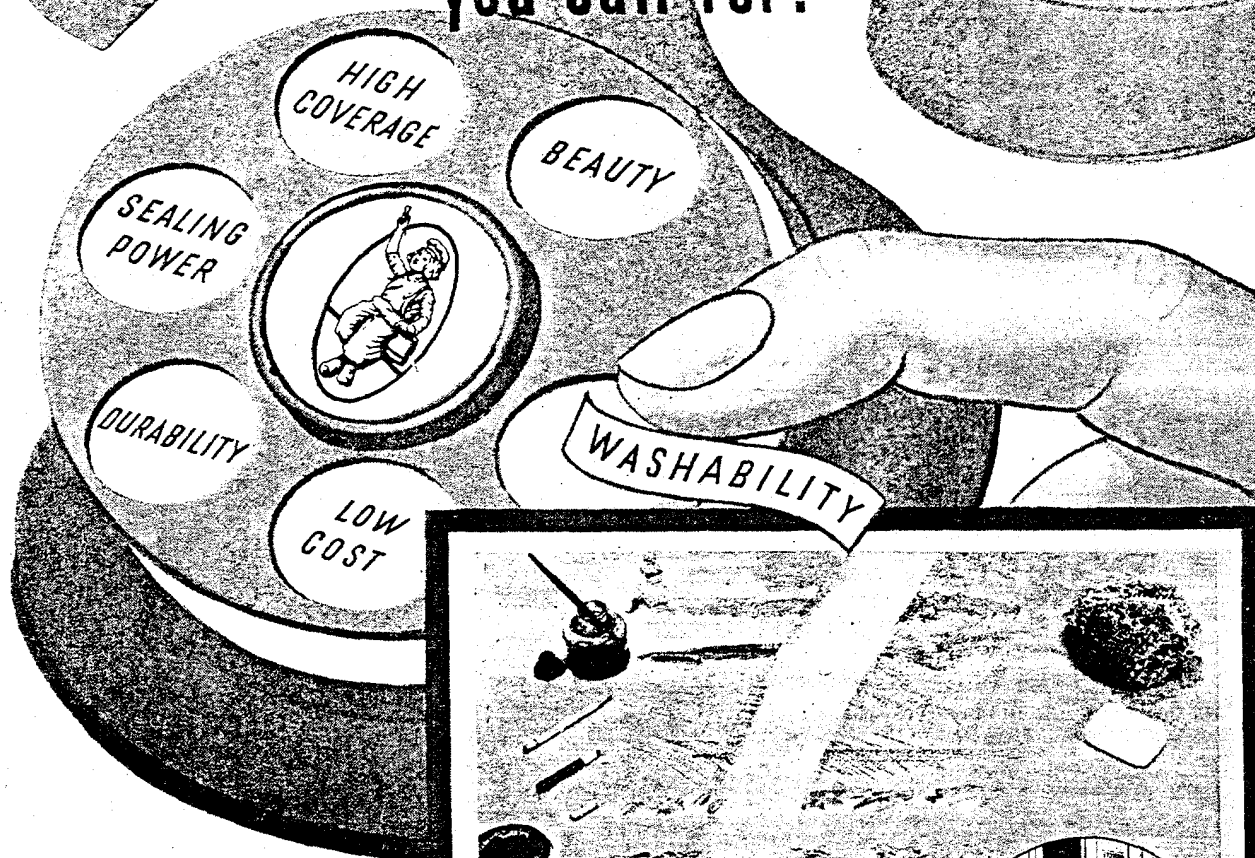
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DUTCH BOY

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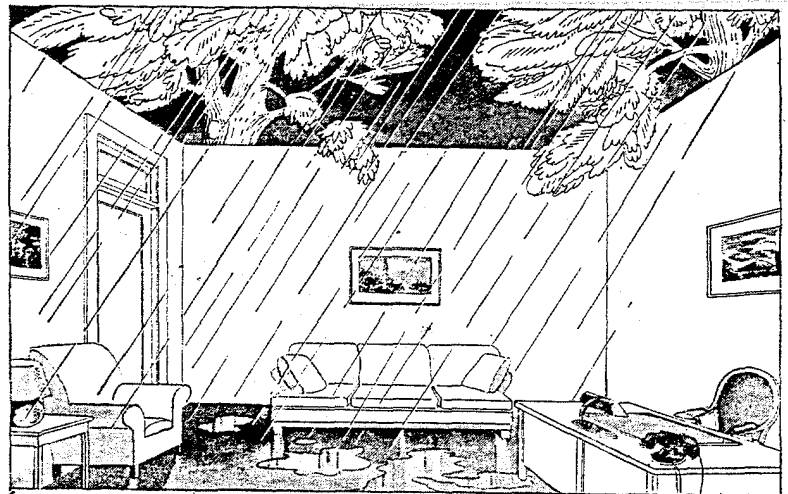
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