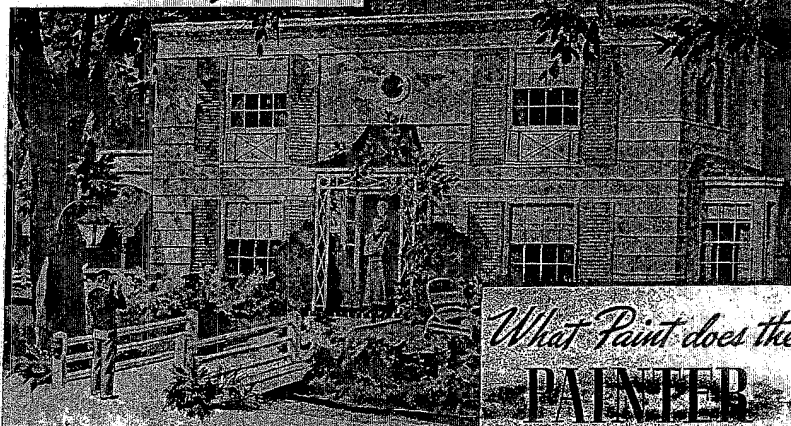


*What Paint does the
ARCHITECT
Specify?*



*What Paint does the
PAINTER
Select?*

*... When both choose
PURE WHITE-LEAD... there's
not much room for argument!*

It's the architect's choice by 3 to 1. And it's the painter's choice by 6 to 1. Overwhelming preference for pure white-lead by those who know most about paint.

The figures come from a recent nation-wide survey on exterior painting made by the Forest Products-Better Paint Campaign. Architects reported what they recommended to clients. Painters re-

ported what they used on their own homes! The reason for this preference, of course, is white-lead's proved record of performance... its traditional ability to stand up for long periods under the most severe weather conditions.

White-lead paint does not crack and scale. On the contrary,



it wears down stubbornly by gradual chalking, which leaves a smooth, unbroken surface, an ideal foundation for new paint. Moreover, it can be mixed to suit the requirements of the job and tinted to the exact colors specified.

Dutch Boy White-Lead—good paint's other name—has long been known and respected for its high quality both by property owners and those who deal with paint professionally.



DUTCH BOY
WHITE-LEAD Good Paint's
Other Name

NATIONAL LEAD COMPANY
111 Broadway, New York; 116 Oak Street, Buffalo; 908 West 18th
Street, Chicago; 529 Franklin Avenue, Cincinnati; 825 West Super-
ior Avenue, Cleveland; 727 Chestnut Street, St. Louis; 230 24th
Street, San Francisco; National-Boston Lead Company, 586 Albany
Street, Boston; National Lead & Oil Company of Pennsylvania,
210 Fourth Ave., Philadelphia; John T. Lewis & Son, Co., Wilkes-
Barre, Pennsylvania.

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