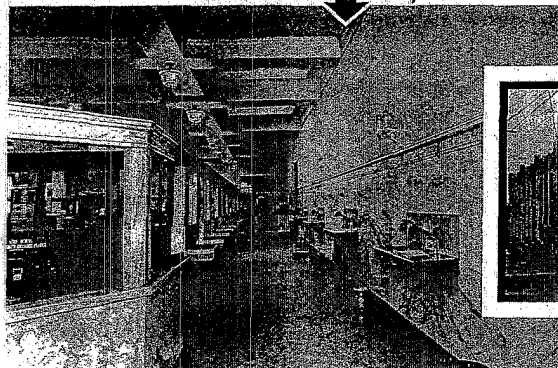


HERE'S A **FLAT PAINT** **FINE** *enough to be used here...yet* **DURABLE** *enough to be used here*



First National Bank, New Kensington, Pa. Walls and ceilings painted with Dutch Boy White-Lead and Lead Mixing Oil by painting contractor Thomas Ormeier. Bank reports many favorable comments regarding job. Small picture shows rough stucco exterior of Salem (Oregon) Capital Journal Building after painting contractor B. F. Keator 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 merchants looking for products that make customers enthusiastic, 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.

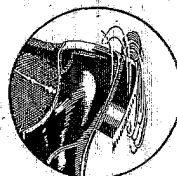
The secret of this step forward in flat paint is Dutch Boy Lead Mixing Oil. When added to its companion product, Dutch Boy White-Lead, it produces a finish with the characteristic beauty of a white-lead "flat" plus extraordinary durability.

It is a *tough* finish... one that, used outside, withstands the weather year after year; used inside, withstands washing again and again. It is also a

hard finish 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-lead. Levels out smooth and free from brushmarks. Requires no stippling.

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.

Seals. Hides fire-cracks. And, like all white-lead paint, brushes easily and spreads far.

Final advantage: With Dutch Boy Lead Mixing Oil your customer gets a white-lead "flat" at a definitely lower cost per gallon.

Naturally, the demand for Lead Mixing Oil is developing rapidly. You will make no mistake in getting ready for the requirements of your trade by adding this product to your other Dutch Boy items.

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; 712 Chestnut St., St. Louis; 2340 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



KD-4385—Hardware Retailer, March, 1935 ★ October
Hardware Age, March 14—November 21
American Paint & Oil Dealer, March—October

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