



FOR YEARS, in consistent, national advertising, the Dutch Boy has been educating property owners that *no one knows paint like a painter.*

Now the Lead Industries Association steps forward with another good slogan. It's right up the Dutch Boy's alley. A slogan that sums up what he has spent his whole life teaching—one that he okays without reservation because he knows at least three good reasons why you, the painting contractor, are "money ahead when you paint with white-lead."

1. **Low Cost Per Gallon.** White-lead in oil gives top-notch paint at a rock bottom price per gallon.

2. **Easy Brushing.** Every painter recognizes that white-lead paint is *by nature* an easy spreader. You cover more surface per day—save time—and keep labor cost down.

3. **A Business-BUILDER.** Since "way back," white-lead has been famous as *the paint that can take it*—the paint that does not crack and scale—the paint that saves money at repaint time. Paint jobs like that bring the property owner back for more—cause him to recommend you to his friends. *Your business goes ahead, when you paint with white-lead.*

Improved Dutch Boy

Today, Dutch Boy White-Lead is an even better "lead" than in the past—better in three ways:

First, its whiteness has been stepped up. This means whiter whites and cleaner, sharper tints. Next you'll feel its improved body—it makes a heavier paint. Finally you'll discover that today's Dutch Boy has better hiding. You get increased coverage and more solid looking jobs.

Don't forget that all the other Dutch Boy strong points are still there—quick mixing, easy spread, etc. Add these old advantages and new improvements together. And the net of it all is a *new high in paint value.*



NATIONAL LEAD COMPANY—111 Broadway, New York; 116 Oak St., Buffalo; 909 West 18th St., Chicago; 659 Freeman Ave., Cincinnati; 1213 West Third St., Cleveland; 722 Chestnut St., St. Louis; 2240 24th St., San Francisco; National-Houston Lead Co., 800 Albany St., Boston; National Lead & Oil Co. of Penna., 1376 River Ave., Pittsburgh; John T. Lewis & Bros. Co., Widener Building, Philadelphia.

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