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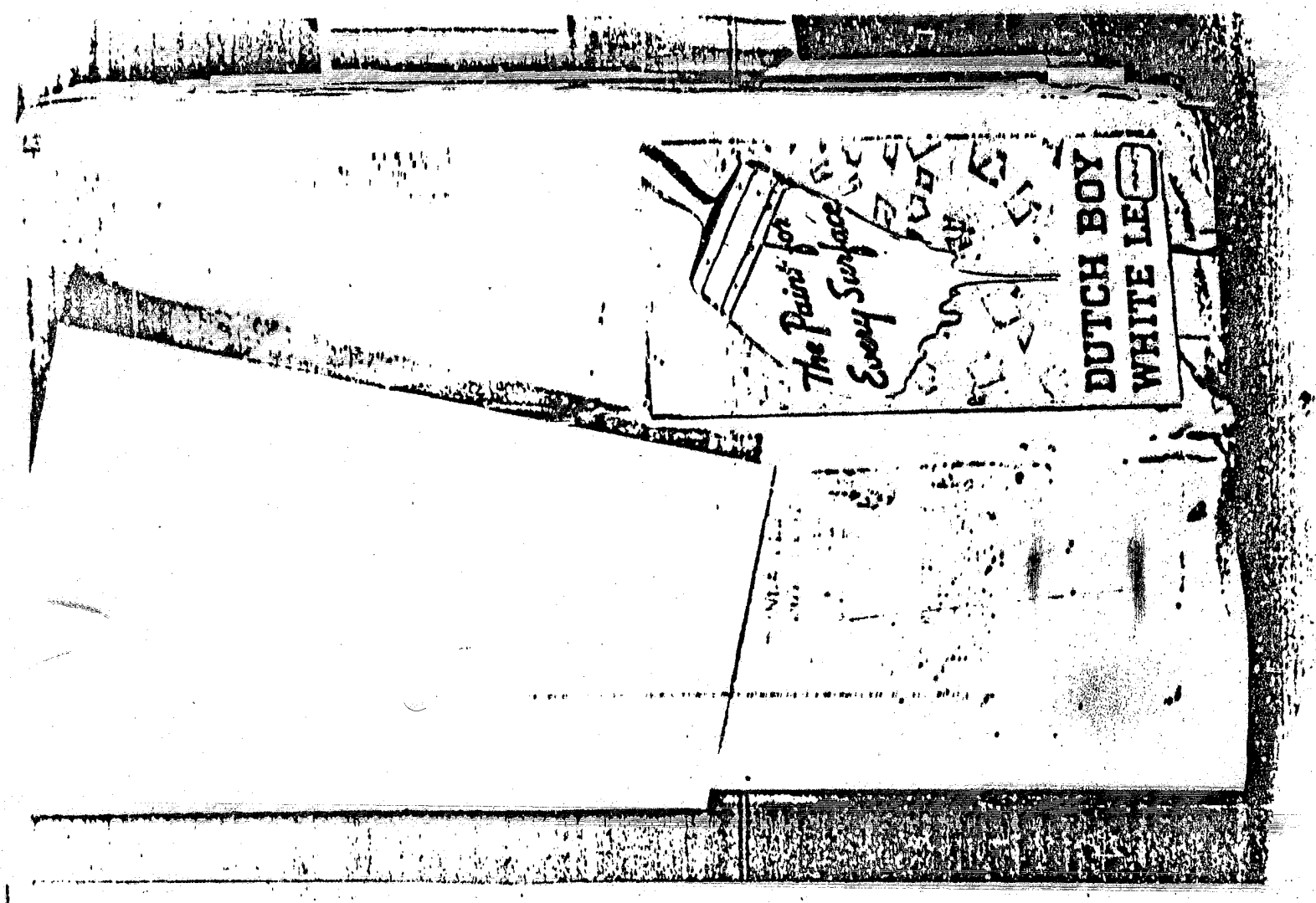
NLI 112482



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For Every Surface

WHITE-LEAD IS THE

Quality PAINT



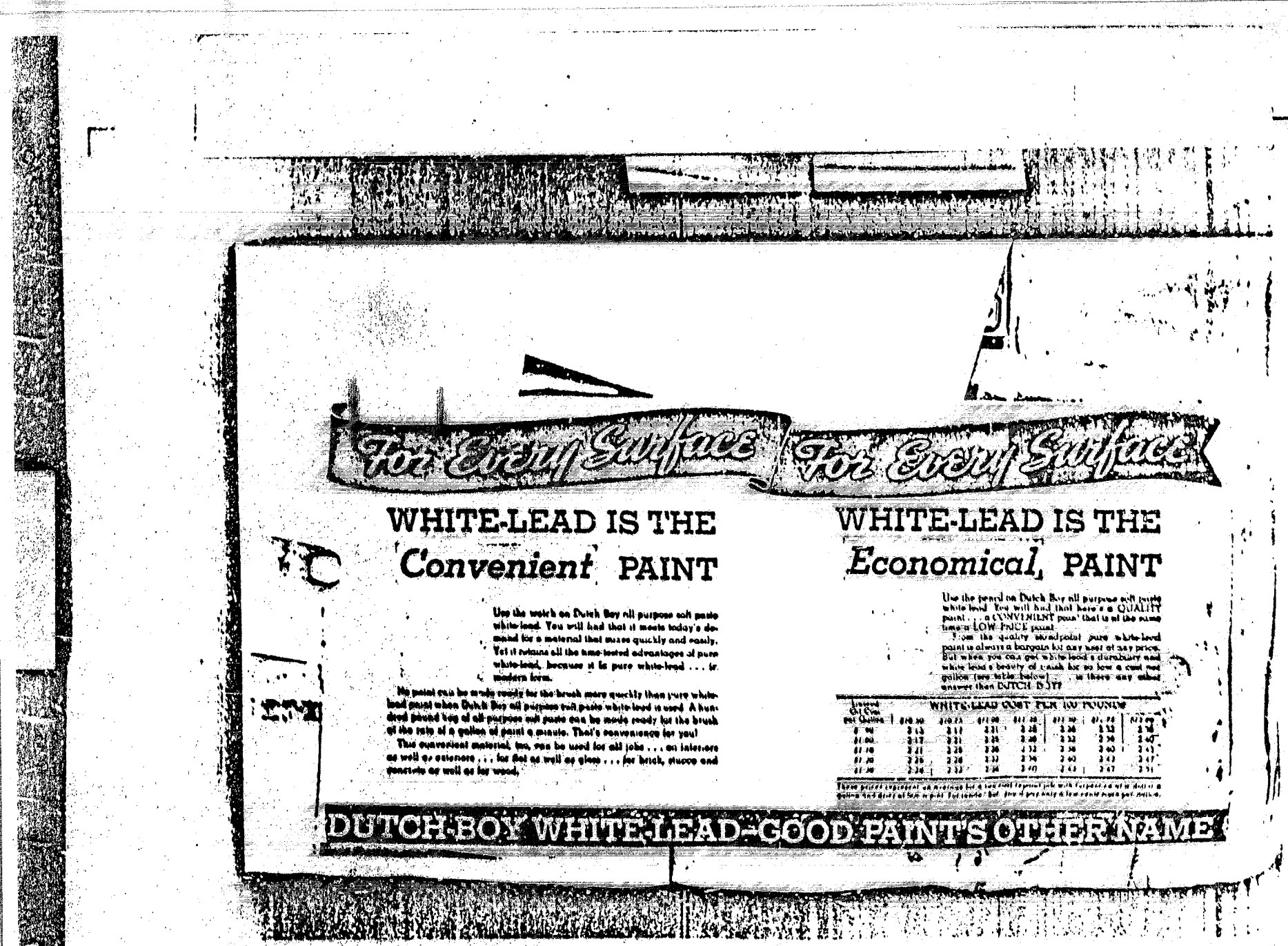
When it comes to paint, there is one paint on which nearly everyone agrees . . . pure white-lead is THE quality paint. This distinction was not won overnight. White-lead has earned its quality reputation through service on the living line, in fair weather and foul, on big jobs and little for generations back.

No one has found a satisfactory substitute for the skill of the master painter, [illegible] paint to fit the job. And the painter has found no satisfactory substitute for pure white-lead in mixing the paint to fit the job. These two factors—pure white-lead and a sound knowledge of good painting practice—combine today to produce fine paint jobs just as they have since early Colonial times.

You get QUALITY in paint jobs . . . outside and inside . . . when you use DUTCH BOY.

GOOD PAINT'S OTHER NAME

00057



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For Every Surface

WHITE-LEAD IS THE *Convenient* PAINT

Use the watch on Dutch Boy all purpose soft paste white-lead. You will find that it meets today's demand for a material that mixes quickly and easily. Yet it retains all the time-tested advantages of pure white-lead, because it is pure white-lead . . . in modern form.

No paint can be made ready for the brush more quickly than pure white-lead paint when Dutch Boy all purpose soft paste white-lead is used. A hundred pound keg of all-purpose soft paste can be made ready for the brush at the rate of a gallon of paint a minute. That's convenience for you!

This convenient material, too, can be used for all jobs . . . on interiors as well as exteriors . . . for flat as well as gloss . . . for brick, stucco and concrete as well as for wood.

For Every Surface

WHITE-LEAD IS THE *Economical* PAINT

Use the pencil on Dutch Boy all purpose soft paste white-lead. You will find that here's a QUALITY paint . . . a CONVENIENT paint that is at the same time a LOW-PRICE paint.

From the quality standpoint pure white-lead paint is always a bargain for any user at any price. But when you can get white-lead's durability and white-lead's beauty of finish for so low a cost per gallon (see table below) . . . is there any other answer than DUTCH BOY?

Linseed Oil Cost per Gallon	WHITE-LEAD COST PER 100 POUNDS						
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

These prices represent an average for a [illegible] paint job with [illegible] a gallon and drier at [illegible] paint. For [illegible] but [illegible] a few cents more per gallon.

DUTCH-BOY WHITE-LEAD—GOOD PAINT'S OTHER NAME